

# **Submission Guidelines**

PennWell Media | Dental Group

*Publishers of*

*Dental Economics | DentistryIQ | Perio-Implant Advisory | RDH*

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# **Submission Guidelines**

## **PennWell Media | Dental Group**

Thank you for your interest in submitting an article to the Dental Group of PennWell Media, publishers of *Dental Economics*, *DentistryIQ*, *Perio-Implant Advisory*, and *RDH*. Here you will find submission guidelines, contact information, publication timing, and answers to frequently asked questions. You will also find the rules we follow to protect editorial integrity and preserve our readers' trust.

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## How to Submit an Article

Email your article in a Word document to the appropriate editor. Please see the Editorial Contacts section (page 11) for more information.

Also include the following with your submission:

- Professional headshot
- Signed [copyright agreement](#)

Details on each of these items are below. A sample article can be found at the end of this document.

## Deadlines for Submission

Articles may be submitted at any time. Articles accepted for publication will be published as availability allows.

To be considered for a specific issue of *Dental Economics* or *RDH*, articles must be received at least two months ahead of publication. The table below provides examples:

<u>Print Issue</u>	<u>Deadline to Submit Articles</u>
January 2019	November 1, 2018
February 2019	December 1, 2018
March 2019	January 1, 2019
April 2019	February 1, 2019
Etc.	

## Article Formatting

Please follow the formatting guidelines below.

- Arial font
- 12-point type
- 1" margins
- Double spaced
- One space after periods

## **What to Include in Your Word Document**

At the top of your article, include the following:

- Author name and credentials (e.g, Jane Doe, DMD, MAGD)
- Author email address
- Author phone number

At the end of your article, include the following:

- References
- Author bio

### **Author Bio**

In your Word document, please include a bio of 75 words or fewer at the end of your article. Your bio will be published alongside your headshot.

We encourage you to include contact information in your bio, such as an e-mail address and/or phone number, so readers can reach you directly.

You may tastefully plug your services in your bio. For example, "Contact Mr. Griffin for information on financial planning at (555) 555-5555." However, these plugs should not be overtly commercial. We reserve the right to revise bios that we feel are too self-promotional.

If you are interested in plugging your services further, we may work with you to create an author's note. Alternatively, we may suggest contacting one of our sales persons for advertising info.

### **Disclosures of Financial Relationships**

If you have a financial relationship with any products or services mentioned, this must be disclosed in the bio. For example, "Dr. Smith is a spokesperson for Dental Products Corp. Products mentioned are used in the regular course of practice."

## **Author Photo**

Include a high-resolution, professional headshot with your submission. This will be included at the end of your article alongside your bio. If your headshot is a selfie or something similarly nonprofessional, we will publish your bio only.

## **Copyright Agreement**

We cannot publish your article until you have signed and returned our standard copyright agreement. The copyright agreement is available [here](#). A brief explanatory document for the copyright agreement may be found [here](#).

## **Article Length**

You may submit an article of any length. Our general recommendations are:

- For print magazines, we prefer feature articles to be 1,500–3,000 words. The exception to this is case studies that contain many photos. In this case, 500–1,500 words plus photos are usually sufficient.
- For print magazines, one-page articles are 600–800 words
- For digital articles, we suggest aiming for 700–1,200 words

## **Artwork, Figures, Photos, and Tables**

We encourage you to submit artwork, figures, photos, and tables that you have created. Do not submit stock photos.

Do not submit anything that has been published by someone else unless you've obtained explicit permission to republish it.

Submit high-resolution images, especially if your article is for print publication. If files are too large to email (over 10 MB), please set up a drop box for transferring items.

Authors are responsible for collecting photo releases. These should be submitted with your article.

## **References**

Articles must contain references where appropriate. This includes the following cases:

- Quoting other sources
- Citing data and statistics that you did not generate
- Paraphrasing another source
- Crosslinking to another source, in most cases

Use endnotes. Citations in articles should appear in numerical sequence.

In general, our policy is to follow the citation style of the *American Medical Association Manual of Style*. For examples of how to format references, see [this document](#). Submitting a URL as a reference is insufficient.

## **Plagiarism**

All articles should be original the author. Plagiarism is not tolerated. Acts of plagiarism are grounds for permanently ending relationships with authors.

## **Previously Published Work**

We do not publish previously published work. This includes blog posts from the author's website, marketing materials, etc.

## **Acceptance Process**

We do our best to promptly let authors know that we have received their submissions.

Articles are judged on merit. In most cases, you will be notified on whether or not we will publish your article within two weeks.

If you have not heard from us and think you should have, please let us know! We receive many submissions, and sometimes emails are marked mistakenly as spam by servers.

It is not uncommon for us to recommend that another one of our publications is a better fit for your article. This is especially true for open submissions.

### **Advertising Considerations**

Articles accepted for publication may be given weighted publication preference due to advertising considerations. For example, publication in a specific issue of *Dental Economics* may be possible due to advertising in the issue, as advertising allows us to increase our page budgets. However, all articles are held to the same high editorial standards regardless of advertising. For further information on our editorial standards and advertising considerations, see [this document](#).

### **Republication Restrictions and Reprints**

PennWell Corporation assumes copyright of all published material pursuant to the copyright agreement. Published articles may not be republished in other magazines, on websites, etc., without the express written consent from the senior editor of the PennWell Media Dental Group.

Reprints, both electronic and print, are available for purchase. Please contact Brian Rosebrook ([brosebrook@pennwell.com](mailto:brosebrook@pennwell.com)) for a quote.

### **Compensation**

Monetary compensation is generally unavailable for articles. However, compensation may be available for *RDH* content and articles for the *Product Navigator* e-newsletter.

## Writing Suggestions

Pick a writing style that suits you. If you are having trouble conquering your topic, think of your article as a story. Tell your story in as many words as you need to best inform, entertain, and educate the reader.

As a rule of thumb, keep things focused and condensed. Rambling articles do not hold the attention of readers—or editors—for very long.

*You should strongly consider including specific examples and data to support your article's thesis.*

Please avoid writing that is too general and too commercial, such as the following:

- **Too general:**

*“Communication builds a bridge to the future for your team. Make sure you communicate with them every day!”*

There is no clear advice presented here. A better approach would be to give examples of bad communication, explain why it's bad, and so on.

- **Too commercial:**

*“UltraGlow was a real lifesaver in my office, thanks to its patented Glimmer Technology. It's the best polishing system I've ever used!”*

While we don't shy away from product mentions in our articles, we want to keep the commerciality toned down.

You only have to mention a product once or twice to get the point across; multiple mentions and superlative language are a turn-offs for readers. Saying a product is the best is potentially dishonest and lessens your credibility as a writer.



## **Rules on Product Mentions**

Plugs of products, services, etc., can be done if they are tasteful. This is especially true if it helps the reader understand how to use a particular product in a procedure or case study. We do not publish promotional or overtly advertorial material.

## **Sponsored and Supported Articles**

If we feel that an article is overtly commercial, we will present the option of having the article labeled as supported or sponsored. Please see [this document](#) for further information on this topic and our editorial integrity policy.

## **Crosslinks**

For digital content, we insert crosslinks to related content. We reserve the right to link to an article written by someone you consider a competitor. This is done to be helpful to the reader and maintain our editorial integrity.

You may provide crosslinks in your articles. However, these are subject to evaluation and may be deleted if we feel they are overtly commercialized.

## **House Style**

Articles will be edited according to our in-house style. Our style is a set of rules that we have developed over time that create consistency, improve readability, and preserve editorial integrity. Examples of important style points are as follows:

### *Styling of Company and Product Names*

Company and product names often have special formatting that is meant to add to marketing appeal. However, our style is to use basic spelling and grammar rules to dictate how names are presented. We

have found that this consistent among major journals and, in the end, gives stronger editorial credibility. Also, we do not publish trademark symbols or registration marks, which are only necessary in marketing materials.

Examples:

<u>Submitted Name</u>	<u>Edited Name</u>
SCULPT Cement™	Sculpt Cement
DENTSPLY	Dentsply
SUPERbond™	Superbond
Flowable <i>smooth+</i>	Flowable Smooth+
digi-impression	Digi-impression
DATAtech Inc.	Datatech Inc.

If a word is in all caps because it is an acronym, we do not edit it. Examples include DEXIS, CEREC, and GLO.

We consider the following case of an "acronym" to be marketing:

EQUATE	Everyday use
	Quick drying
	Use multiple times
	Always efficient
	Time-saving
	Easy application

Therefore, EQUATE becomes Equate.

#### *Order of credentials*

Credentials are listed in the following order:

1. Educational degrees
2. Registrations
3. Certifications
4. Affiliations

If an author has multiple degrees, these are listed in order of most advanced to least advanced. If two degrees are of equal advancement, they are alphabetized.

Within other categories of credentials, items are alphabetized.

Examples:

- Jane Doe, PhD, MSc, RDH, CDA
- John Smith, DDS, PhD, FAGD
- Mary Jones, DDS, JD, MBA, CFP, CPA, FAACD
- Mike Thompson, BS, RDH

## **Editorial Contacts**

Please submit your article to the appropriate editor below.

### **GENERAL INQUIRIES**

Zachary Kulsrud | Senior Editor | [zacharyk@pennwell.com](mailto:zacharyk@pennwell.com)

### **MAGAZINES**

*Dental Economics*

Chris Salierno, DDS | Chief Editor | [csalierno@pennwell.com](mailto:csalierno@pennwell.com)

*RDH*

Amelia Williamson DeStefano | Managing Editor | [ameliad@pennwell.com](mailto:ameliad@pennwell.com)

### **NEWSLETTERS**

*Breakthrough Clinical*

Stacey Simmons, DDS | Editorial Director | [debreakthrough@pennwell.com](mailto:debreakthrough@pennwell.com)

Vicki Cheeseman | Associate Editor | [vickic@pennwell.com](mailto:vickic@pennwell.com)

*DE's Principles of Practice Management*

Chris Salierno, DDS | Editorial Director | [csalierno@pennwell.com](mailto:csalierno@pennwell.com)

Meg Kaiser | Associate Editor | [megk@pennwell.com](mailto:megk@pennwell.com)

*Dental Assisting Digest*

Kevin Henry | Editorial Director | [kevin.henry@igniteda.net](mailto:kevin.henry@igniteda.net)

Meg Kaiser | Associate Editor | [megk@pennwell.com](mailto:megk@pennwell.com)

*Dental Office Manager Digest*

Kyle Summerford | Editorial Director | [kylelsummerford@gmail.com](mailto:kylelsummerford@gmail.com)

Meg Kaiser | Associate Editor | [megk@pennwell.com](mailto:megk@pennwell.com)

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*RDH eVillage*

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*RDH Graduate*

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### **Further Questions**

Further questions may be sent to Senior Editor Zachary Kulsrud (<mailto:zacharyk@pennwell.com>).

## 7 Tips For Being an A-List Specialist

Douglas Smail, DDS

Author contact info: author@domain.com, (555) 654-3210

If you're struggling to form effective partnerships with your referring doctors, then maybe it's time to step up your game on creating referral relationships.

Mastering the art and science of referrals should be on the mandatory checklist for every specialist. There are too many competitive challenges out there to disregard this. As specialists, our success depends on helping our patients and their referring doctors through the surgical treatment process. We all try to do our best, but as we get busier, it becomes difficult to manage these complex relationships as well as we would like.

So how do you grow the practice in a significant, broad-based way? How can you become the preferred specialist to an emerging class of new patients (and their family and friends) who want the peace of mind from receiving the best possible care? Here are some ideas that we use at Spear with our member practices.

### **Communicate**

We are sometimes faced with referral slips that are cryptic and patients who aren't sure why they are in your office. View these as opportunities, not headaches. Call the

referring dentist for clarity. The dentist will appreciate the extra effort, and the patients will appreciate the special treatment.

A-List specialists are great communicators and have set up excellent systems in their offices so that everyone is kept in the loop.

### **Collaborate**

To better meet the needs of our patients and referring doctors, we need to spend the time collaborating with our referring doctors. Discuss treatment planning for interdisciplinary cases with your referring doctors. If distance and traffic are problems, try using Zoom web conferencing programs to share photo imaging and intraoral scans. Remember, your surgery is just one part of the overall treatment plan.

A-List specialists are masters of collaboration, which is why they are doing the big cases we all want to do.

### **Cooperate**

There are times that patients and referring dentists don't see the treatment plan the same way we do. We want to do the best possible treatment plan, but that doesn't always happen. Ultimately the referring dentist is the quarterback, and the patient always makes the final decision. I have had many patients return for comprehensive implant surgical treatment because I gave them the power to change their minds and come back when they were ready.

Inform patients and referrers of your concerns, but respect their decisions and try to be positive and supportive.

## **Educate**

As specialists, all of us spent time during our residency training educating our interns, GPR residents, dental students, physician colleagues and others about who we are as well as our skills and training. Our skills as educators must continue throughout our practicing career. We need to constantly educate our patients about all aspects of their surgical care, and Spear Education has waiting room and procedure/diagnosis-specific videos to help us. We also need to educate our referring doctors about our skills and abilities as well as advances in our specific fields. On a personal level, it also means learning about and incorporating new techniques and procedures in our own practices.

A-List specialists are at the cutting edge in their knowledge and training, which provides more value to their referring doctors and their patients.

## **Placate**

Despite our best efforts, not everything we do is a complete success. When things don't go as planned or the treatment fails to achieve the goals we all hoped for, we need to be honest, professional and accountable. No one ever wins the blame game. Having to be right always creates more problems than it ever solves.



A-List specialists find a way to placate their patients and referring doctors and go the extra mile to help make things right.

### **Cogitate**

As specialists, we are all highly educated and intelligent people. If that's true, then why do we sometimes act so stupid? Demeaning others' work or skills does not make you a better doctor in your patient's eyes. Think about what you say and do before you say or do it and read the referral slip! I gained a number of great referring dentists because one specialist could not understand that "evaluate patient for implants" did not mean "place implants wherever you want and send the patient back as a complete surprise."

A-List specialists always find something positive to say, and are always thinking about how to make things better and easier for the patient and the referring dentist.

### **Participate**

Get involved in your community. Be an active member in your dental society and local charities, and join or start a Spear Study Club. You will get to know your referring doctors on a deeper level both professionally and personally. The majority of our referring doctors are great people as well as great dentists, and it's rewarding and fulfilling to interact with them in different ways.

A-List specialists are out there and taking leadership roles in their communities, which generates personal referrals ... these are the best kind.

At its highest level, dentistry is truly a team profession with all members bringing their A-game to provide every patient the best care possible. And one of the best ways to grow as a practice and become an A-List specialist is to commit to being growth partners with your restorative practices so they can become A-List referring practices at the same time.

Douglas Smail, DDS, is an oral and maxillofacial surgeon in Troy, New York. See his practice at <http://www.easthudsonoms.com/>.