

Article Format Requirements

Articles submitted to MPA Media (publisher of *Acupuncture Today* and acupuncturetoday.com) must be written exclusively for one of MPA Media's publications, and must not have been previously published or submitted to any other publication.

Articles must **not** be **commercial** or **promotional** with respect to a product or service. **Any** such references will be **omitted** or **reworded** in general terms.

Our readers tell us they are more apt to read shorter articles. We recommend a length of **75-150 lines** (between 1.5-3 pages), typed, single-spaced. We prefer Microsoft Word documents in an 11-point Times New Roman font, as it translates best for our graphic design department. If you do not have Word, a simple text file will work, even pasted into the body of an e-mail message. If you send it via postal mail, save the article to a floppy disk and include a printed copy of the article, with a brief **curriculum vitae**.

An in house editorial panel reviews all articles, but sometimes an article may be sent to an outside reviewer for additional input. You will receive notification in writing as to whether or not MPA Media is interested in publishing your article.

If an article is accepted for publication, an "Assignment of Copyright" form is sent to you. **It must be signed and returned before we can publish your work**, and ensures that you have not published your work elsewhere and that if used in other publications, it must include acknowledgement of the MPA Media publication in which it originally appeared. This also allows MPA Media to protect you from those using your article illegally. We will also ask that you provide us with a **recent color photograph** of professional quality, and **verifiable contact and credential information**.

MPA Media, like most publishers, has a backlog of articles waiting to be published. As a result, a newly accepted article may not immediately be published, unless it is a news item or is otherwise time-critical. We cannot tell you specifically in which issue your article will appear, only that we intend to publish it as soon as possible. We do not base placement of an article on any scheduled advertising; any instances of ads similar to editorial content are strictly coincidental.

If you have any questions, please call the editorial department weekdays from 8:30 a.m. to 4:30 p.m. PST:

Tel: **(714) 230-3150**; 24-hour fax: **(714) 899-4273**;
e-mail address: **editorial@mpamedia.com**