

Alliance *Almanac* Editorial Guidelines

The *Almanac* is the Alliance's official online publication. Interested in contributing an article? Below are our editorial standards to guide you when drafting your submission.

- *Almanac* articles should be around 700–1,500 words.
 - If your article is outside the suggested word count, please contact the *Almanac* editors, as there is flexibility depending on the topic or author need.
- Please attach your article to an email in the form of a Word document.
- We want to give you credit! Please include a high-quality headshot and short bio for each author in the byline.
- Your article can include photos.
 - A good image is one that pertains directly to your article, such as an event photo.
 - All photos should be either a .JPG, .JPEG or .PNG file.
 - Please **do not** submit a photo you do not have the rights to (such as one that has not been approved for free use or public domain).
 - If no image is included, the *Almanac* editors will select one for the leading image.
 - Please include the images separately from the article.
 - If you have a particular placement for the images, please indicate that in the article with brackets (“[]”) and highlight it.
- Your article should have a clear “why” sentence in the first paragraph.
 - For example, if writing about an event or case study and why it's important, explicitly say so.
 - e.g. “This case study by X Organization uncovered important developments regarding X, Y and Z outcomes...”
- The article should conclude with key learnings and takeaways and/or a call to action. Readers should walk away feeling like they gained new insight or inspired to take action.
- Content must be informational and/or educational. Content may not be overly promotional of one service or product.
- The *Almanac* content manager reserves the right to revise articles to fit the Alliance's style and voice.

Here are some examples of articles we've featured, authored by Alliance members. Please note that some of these are longer than our above-mentioned guidelines.

- [What's Next for the Outcomes Pyramid?](#)
- [Lessons From 9 Months of Virtual Learning — What It Means for Planning Hybrid Continuing Education](#)
- [Beyond Engagement: Harnessing Gamification to Achieve More Meaningful Outcomes in Continuing Medical Education](#)

Questions? Please reach out to the *Almanac* editors at almanac@acehp.org, or contact managing editor Juliana Ludema McPherron directly at jmcphehron@acehp.org.