

## **Lend Us Your Voice!**

PetSafe Blog is designed to educate and assist pet owners in understanding their pets, sharing stories about the best moments we share with our pets, and how to strengthen the bond between pets and their owners. We encourage the authors to be creative and innovative and come up with articles that both entertain and educate. Each new blog on the PetSafe Blog may fall into an Education or Feature blog.

We prefer that you focus on a specific topic and cover it completely. "Education" blogs that focus on a specific topic (such as a specific training technique, medical subject, etc) are encouraged. Avoid using excessively long anecdotes. Avoid advertising in a blog. When referring to brand names and services, please ensure that they work within the context of the sentence or paragraph and appeal to our national audience. All brand references deemed unsuitable will be removed from the article prior to publishing.

### **Education Blog:**

- Blog should be between 500 and 700 words (not to exceed 800).
- A selection of at least 5 photos should be supplied.
- Please include a photo of yourself with your pets if possible
- Images should directly pertain to the content of the article
- Photo captions should be supplied for each image and should illustrate the specific activity in the photograph as it pertains to the article content.
- Please provide any special requests for photo credits

### **Feature Blog:**

- Blog should be between 300 and 500 words (not to exceed 600 words)
- A selection of at least 5 photos must be supplied.
- Please include a photo of yourself with your pets if possible.
- Images should directly pertain to the content of the article
- Photo captions should be supplied for each image and should illustrate the specific activity in the photograph as it pertains to the article content.
- Please provide any special requests for photo credits

## **Queries**

If you have a story, or a story idea, please send an e-mail outlining your article idea before submitting a manuscript. We read and respond to all queries, but expect at least a week wait for that response. Selected editorials may be published at a future date to correspond with seasonal relevance or needs of the PetSafe Blog. All submissions are on speculation, even if you receive a positive response to a query. First time writers should include a brief biography (approximately 40 words). Send all queries, correspondence, and submissions to: [social@petsafe.net](mailto:social@petsafe.net) by e-mail.

## **Submissions**

Once we have confirmed your article for publication, we will provide the details of your submission deadline. A complete article submission should include the finished article (electronic version only) in a current version of Microsoft Word, a selection of the required, quality digital images in JPG format, and photo captions. Your name, address, telephone number and email address should appear on all submitted materials and in the upper left corner of the first page of the article.

Proofreading:

- Conversational, personal language
- Avoid technical terms or provide a definition for technical terms not widely known
- Where possible, please use gender neutral language
- Avoid the use of clichés

Formatting:

- Provide captivating title
- Include your name, professional title
- Single space after all punctuation. This includes end punctuation and colons.
- Do not use page numbers, headers, or footers
- Do not mix fonts and font sizes
- Include a list of links for back-linking / promoting

The PetSafe Blog appreciates, and will consider unsolicited submissions; however it is not responsible for unsolicited submissions or for the safety of submissions not in our possession.