

Platinum and Gold Sponsor Newsletter Article Guidelines

Article Submission Guidelines for the *NCSM Newsletter*

Thank you for your interest in writing for the *NCSM Newsletter*. As a platinum or gold level sponsor, you have earned the benefit of submitting one article this year in the *NCSM Newsletter*, a periodical that is a valued benefit of NCSM membership. By contributing articles to the *NCSM Newsletter*, you support NCSM and its members — mathematics education leaders in the U.S., Canada, and abroad. Your article will add to the body of knowledge related to mathematics education and leadership.

ABOUT THE NCSM NEWSLETTER

The purpose of the *NCSM Newsletter* is to advance NCSM's mission to provide professional learning opportunities necessary to support and sustain improved student achievement. The newsletter contains up-to-date information about research, issues, trends, programs, policy, and best practices in mathematics education and mathematics education leadership. Leaders depend on the *NCSM Newsletter* for timely reviews of new resources, insights on professional development and research, and highlights on exemplary leaders in the U.S., Canada, and abroad.

Number of Issues: NCSM publishes four newsletters annually – Fall, Winter, Spring, and Summer. The publication schedule is driven by NCSM events and the academic calendar.

Circulation: The *NCSM Newsletter* is sent electronically to approximately 2,400 mathematics education leaders and other recipients from the U.S., Canada, and abroad. Readers are administrators, authors, classroom teachers, consultants, curriculum leaders, department chairs, state or provincial directors, educational technology providers, mathematics coaches/mentors/specialists, mathematics supervisors, principals, professional development providers, superintendents, and teacher educators. Some are emerging leaders, some are new to leadership, and some have been leaders for many years. They are all dedicated to improving student achievement.

Electronic Circulation: Past *NCSM Newsletters* are posted on the *NCSM Members Only* portion of the website (mathedleadership.org) approximately 6-8 weeks after each issue is published.

PREPARING YOUR ARTICLE

Article Length: Articles should not exceed 1,300 words.

Article Content: Visit the *NCSM Members Only* portion of the website, mathedleadership.org, to view past *NCSM Newsletters* to get a feel for the tone of this valuable and member-anticipated periodical.

Write your *NCSM Newsletter* article so it benefits NCSM members and supports NCSM's mission, vision, and values (see the last page of the *Sponsor Information Guide Summary* or visit mathedleadership.org). Write your article to inform, inspire, and be of intense interest to mathematics education leaders. Your article should not be commercial in nature.

NCSM prides itself on providing research-informed resources and information to its readership. The main focus of your article needs to be in the spirit and context of providing provocative, important, research-informed information or perspectives of value to our readership.

Please be sure your article is devoid of specific, explicit, competitive, and/or adversarial references to other companies by name or to any specifically named product or service from other companies. The NCSM Board has great respect for and confidence in the ability of NCSM members to carefully consider resources, products, services, and ideas in the absence of explicit competitive sponsor references to other companies and products. NCSM members have been making these kinds of choices for years, making decisions that suit teachers they support and communities they serve and represent. In the end, although every mathematics leader may make a different decision, each will have been exposed to the same resource options. We ask authors to respect this position.

Your company's web address may be added at the end of the article for readers who wish to learn more about your company.

Photographs: Photographs add interest to your article and often help illustrate your points. Please send each photograph as a separate electronic file. Photos will be printed in black and white. Captions will help readers identify the connection between your article and photo(s). The *NCSM Editor* will determine the placement. Please note that photos should be sent electronically with a resolution at no less than a 300 ppi (900 x 900 pixels)

SUBMITTING YOUR ARTICLE

Spelling and Grammar: Please check your article for spelling and grammar. Be sure that all acronyms are spelled out at least once in the article. Although NCSM will copy edit your article for readability, you can make this process much easier and more accurate by carefully editing it before submission.

Technical and Informational Specs: Please send all files electronically to the *NCSM Newsletter Editor*, Sandie Gilliam at SGilliam@mathedleadership.org.

Remember to:

- Send the article as a *MICROSOFT WORD* file.
- Send photos (optional) and a headshot for each author:
 - Use a separate file for each photo or headshot.
 - Use descriptive file names.
 - Send graphics, art, and photos:
 - Each as its own file
 - Each having a resolution of no less than a 300 ppi (900 x 900 pixels)
 - Each at the approximate size to be used in the article.
 - Each, if in color, using black and the *NCSM Newsletter* color (see below) designated for the issue (this pertains to graphics and art; remember photos will be printed in black and white).
 - Use a PDF, JPG, or TIF format.
- Identify suggested key point(s) or provocative excerpt(s) or quote(s)
 - The Editor may use them as space permits.
- Send a professional profile for each author (≤60 words):
 - Full Name
 - Phone Numbers
 - Affiliation
 - E-mail Address
 - Affiliation
 - Experience/qualifications relevant to the topic chosen
 - Address

CONDITIONS UNDER WHICH ARTICLES ARE SUBMITTED

Deadlines: Deadlines for submission of all required electronic files (text, art, graphics, photos, headshots, etc.) are noted below. Late copy will be held for consideration in the next *NCSM Newsletter* issue:

The Deadlines for *NCSM Newsletter* Articles

Issue	Due Date	Received by Members
Winter	October 1	November
Spring	January 1	February
Summer	April 1	May
Fall	August 1	September

Article Publication: *NCSM* reserves the right to reject any and all articles without assigning a reason. Sponsor articles will be clearly marked as such. At no time shall an article appear to exploit any specific portion of the professional content of the *NCSM Newsletter*, nor should it imply *NCSM's* advocacy or endorsement of any promotional product or service.

Copyediting: All articles undergo copyediting. *NCSM* reserves the right to edit articles at the discretion of the *NCSM Newsletter* Editor. The *NCSM Newsletter* Editor will contact the author if there are questions. **Insertion:** Newsletter space is limited. *NCSM* cannot guarantee any article submitted will be published or when it will appear in the quarterly *NCSM Newsletter*. The Editor will make every effort to publish it in the issue the author intends.

Space and Location: Placement of all articles is at the discretion of the *NCSM Newsletter* Editor.

Liability: Sponsors and their agents agree to indemnify and protect *NCSM* from all claims, actions, or expenses arising from articles placed in the *NCSM Newsletter*. *NCSM* shall not be liable for any costs or damages if for any reason it fails to publish an article.

Questions and answers: Please contact the *NCSM Newsletter* Editor, Sandie Gilliam at SGilliam@mathedleadership.org