The mission of Chiropractic Economics is to help chiropractors succeed in building and operating their practices. We provide the most substantive, practical, step-by-step business-management and practice-building information available for doctors of chiropractic. We are the most trusted magazine serving the profession. In 2016, we will publish 18 issues of the print magazine, and a Summer Buyers Guide and our annual Buyers Guide.
• **Editorial contributions.** We welcome editorial contributions to our website from practitioners and professionals who have expertise—technical, business, and clinical—in our Resource Centers and practice articles. These topics can include (but are not limited to) the following:
  - Chiropractic tables
  - Foot orthotics
  - Instrument adjusting
  - Nutritional supplements
  - Practice management software
  - Rehabilitation
  - Business tips
  - Clinical techniques
  - Wellness
  - Personal growth

• **Story ideas and finished articles.** We consider article ideas as well as finished articles. If your idea is accepted, our editor will work with you to develop the finished article. If you choose to submit a completed manuscript, please note that submission does not guarantee publication nor does acceptance of a manuscript guarantee that it will be published.

• **Exclusive use of material.** Articles submitted for review and publication may not be submitted to other publications or websites during our review process. Authors agree not publish the same or substantially similar material with a competitive magazine or its website for three months (90 days) following publication on ChiroEco.com.

• **Selection criteria.** The editors look for articles that have a “take-away” value to the reader — something readers can implement to make their practices more successful. Selection criteria include a how-to focus; timeliness of information; appropriateness; accuracy; originality; quality of writing; and value to the reader from an economic, marketing, and practice-management point of view. Articles of a clinical or technical nature should also have take-away value: information that enhances the practitioner’s ability to treat patients.

• **Nonproprietary.** Articles cannot mention nor promote specific products, services, or companies. All manuscripts must be unbiased and free from commercial or product-centered references.

• **Length and style of articles.** The ideal length of articles for ChiroEco.com should be a “fast-read” — between 550 and 850 words, including any sidebars or breakout boxes. Longer articles, however, will be considered.

• **Contact information.** Please include two or three sentences about yourself at the end of the submitted article. Include any experience or credentials directly related to the topic of your article, your place of employment and title, and any contact information that you would like us to publish - such as the URL for your Web site, your e-mail address, phone number, etc.

• **Editing.** All material will be edited to conform to our publication style and format. We use Associated Press style.

• **Contributor’s agreement.** All writers must sign a contributor’s agreement prior to the publication of any article. Among other things, the agreement gives Chiropractic Economics the right to edit, revise, augment, re-title, and adapt all articles as the publisher may deem appropriate.

Under the agreement, we have the exclusive right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.

• **Method of submission.** Email articles to Casey Nighbor, cnighbor@chiroeco.com.

• **Photograph.** Please submit a head-and-shoulders photograph of yourself (color preferred). We prefer digital images, saved in JPEG, PNG, or TIFF formats, at 300 dpi or better.

• **Editorial contacts.** The online content editor is Casey Nighbor: 904-395-3389; cnighbor@chiroeco.com