

Valuation magazine Submission Guidelines

Writing an article for Valuation, the Appraisal Institute's quarterly magazine, is an excellent way to gain recognition and share your experiences and expertise with your colleagues and industry peers. Appraisal Institute members and other members of the real estate valuation profession are encouraged to submit ideas for articles that are timely and relevant to the appraisal industry.

Getting Started

The process is simple: Start by pitching your idea to the editors.

Send a short proposal (one to two paragraphs; around 150 words) rather than a completed article. The proposal should outline your article idea, including what you want to cover, why it's important to the appraisal industry, how it's timely, what sources of information you plan to use and a little about yourself so the editors can determine how you're qualified to write on the matter. Also indicate for which department you're pitching the article. Valuation is mainly interested in articles that fit its Feature, Front Lines, Face Value, Market Place and Rest Insured sections. (For a brief description of each, see the **Valuation Departments** section.)

If the article is already completed, please email your pitch and include the completed article as an attachment. For more information, see the **Submission Guidelines** section.

Valuation magazine prefers exclusive, original content. If you're pitching your idea to other publications or if you've already published an article on your proposed topic, please indicate where and when it ran.

Please note: Valuation magazine receives numerous submissions and does not in any way guarantee publication of submitted ideas or articles. Editors will make decisions based on a variety of factors, including editorial standards as determined by the Appraisal Institute's professional staff. All decisions made by the editors are final. Additionally, the Appraisal Institute reserves the right to edit content and may return an article to a prospective writer for review or further revisions. Accepted articles become the property of Valuation magazine.

Valuation Departments

Submit articles that fit one of the following departments:

Features

- Is there a major issue, trend or concern that you see as having a major effect on the appraisal industry? Feature topics should advance or inform the industry.

Front Lines — stories and insights from members in the field

- Share stories about your most interesting or unusual appraisal projects, challenging experiences on the job (and how you successfully addressed them) or share your expertise in a specific, perhaps unusual sector within the appraisal field.

Face Value — our membership in profile

- Tell us about your special talent, hobby, sport, avocation, charitable work or unusual side interest and how it helps inform your work as an appraiser or is related to the appraisal field. For example, if you restore old cars, did you find one of the vehicles while performing an assignment? If you skydive, does the same fearlessness apply to your willingness to climb rickety wooden ladders when appraising an abandoned mill?

Market Place — business intelligence for appraisers

- Do you have specific marketing tips and advice for appraisers? Tell us about a specific marketing campaign that's been successful for your business and how it was implemented. Have you found innovative ways to land new business or grow your firm?

Rest Insured – protecting your business and yourself

- Read about liability, insurance or policy issues affecting the appraisal industry.

Prospective writers should review past issues of Valuation to see the types of articles previously included in these sections. You can find the Valuation archive at:

<http://www.appraisalinstitute.org/vip/default.aspx>

What happens if your pitch is accepted?

The editors will review your pitch; if it sounds like a fit for an upcoming issue of Valuation, you'll be contacted to write the piece with offers to help you further define and refine the article. The editors will discuss story angle, word count, photography requirements, due date and other information to help you complete the assignment.

Submission Guidelines

Valuation runs articles of different lengths and each section has specific requirements, but some general guidelines include:

- Articles must be submitted in electronic form (Microsoft Word or equivalent text program) and sent as an attachment. Email to Jay Schneider at jschneider@appraisalinstitute.org.
- Word lengths vary, but in general:
 - Features run 1,400-1,600 words
 - Front Lines and Face Value run 1,000-1,200 words
 - Market Place and Rest Insured run 800-1,200 words
- Photographs, charts or accompanying graphics must be a minimum 4x5” and be high-resolution (300 dpi or higher) in .tiff or .jpg formats. Send images as attachments (Do NOT embed photos in the Word document). Include captions and photo credits (as necessary); you must have the right to use all photos you submit. Author photos are required — so send your best headshot.
- Valuation publishes quarterly, so completed articles are due four months before publication. See below:

| Issue | Deadline |
|----------------|-----------------|
| First Quarter | Nov. 1 |
| Second Quarter | Feb. 1 |
| Third Quarter | May 1 |
| Fourth Quarter | Aug. 1 |

For further information, contact:

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