

***doctorsNS* Editorial Policy and Submission Guidelines**

General information

- As the official publication of DNS (DNS), *doctorsNS* magazine is published 10 times per year, with combined December/January and July/August issues.
- *doctorsNS* is committed to providing members of Doctors Nova Scotia (DNS) with important information regarding the organization’s programs and services, as well as updates on initiatives undertaken on behalf of Nova Scotia doctors and patients.
- In addition to reporting on the activities of DNS, the magazine also reports on issues and events that shape the health-care system on a provincial and national level, including economic, legislative and professional issues affecting Nova Scotia physicians. As such, most of the articles appear in *doctorsNS* has been written by DNS staff, members and stakeholders.
- *doctorsNS* also accepts relevant submissions (i.e., editorial content or notices/announcements) from external sources, including professional associations, research groups and not-for-profit community groups. Proposed content must reflect and adhere to the DNS mission, vision and guiding principles.
- Authors and organizations considering a submission for publication in *doctorsNS* are encouraged to read the guidelines below, and email a brief outline of the proposed topic to the managing editor, Melissa Murray (melissa.murray@doctorsns.com). All submissions will be reviewed by the magazine’s editorial board prior to being accepted. Content that is clinical in nature must meet DNS- established clinical submission criteria.
- All submissions must meet the following requirements – in terms of content suitability, grammar and technical features – in order to be considered suitable for publication.
- DNS may revise and update its editorial policy and submission guidelines at any time.

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1. Contributing to *doctorsNS*

1a. Advertising

If you represent an organization that would like to advertise in *doctorsNS*, please see our advertising policies (*see Section 10, Advertising policy*) and rate card.

1b. Magazine articles

Members, stakeholders and not-for-profit organizations are welcome to submit pitches for magazine articles; preference will be given to articles written by physicians or using physicians as sources. Editorial content is not accepted from for-profit organizations. For-profit

organizations may be eligible for an advertising option, including sponsored content (*see Section 10d, Sponsored content*).

All pitches are reviewed at the monthly editorial board meeting. In your pitch, please provide brief (one- to two- sentence) answers to the following questions to help us determine if the article you are proposing will be a good fit for the magazine.

- **Who** is involved? (May be a person or people, or an organization. Preference will be given to articles that are written by physicians or that use physicians as sources.)
- **What** is the article about?
- **When** will / did it happen? (If it has happened, what is the significant event that you want to share? If it has yet to happen, what do you want readers to do?)
- **Where** will / did it happen? (Is there a particular month in which your article would ideally run?)
- **How** will it affect doctors in Nova Scotia?
- **Why** should physicians read about your project/event/research – in other words, what is the benefit to doctors?
- **Other information:**
 - o Do you have a photograph, chart, graph or other illustration that could accompany this story?
 - o Where could our readers go to find out more (e.g., a website or another publication)?
 - o In which section of the magazine do you envision this article appearing? (Is it a news article, a research update, an opinion piece, or a community bulletin?)

N.B. Clinical content

doctorsNS is not a peer-reviewed journal. As such, content that advises physicians of clinical guidelines, best practices and/or how to provide patient care will only be accepted from accredited institutions or organizations that are recognized as having the authority to provide clinical guidance to physicians, for example: the Nova Scotia Department of Health and Wellness (including the office of the Chief Medical Officer), Health Canada, the Nova Scotia Health Authority, and national professional associations such as the Canadian Medical Association and the Canadian Paediatric Society. Pitches should be sent at least **two months prior** to the month in which you would like your article to appear. (For example, to have your article appear in the September issue, we must receive your pitch by July 1.)

Please email your pitch, providing the information requested above, to the managing editor, Melissa Murray, at melissa.murray@doctorsns.com. All pitches will be reviewed by the editorial board prior to acceptance.

If your pitch is accepted, you will receive an assignment letter detailing word count, deadlines and other information. Submitted articles are then edited and copy-edited prior to publication. (*See Section 5, Editorial review.*) If and when deemed appropriate, Doctors Nova Scotia may add its own editorial content to accompany a submitted magazine article, for example, to inform

readers that the organization is participating in a relevant program or advocating on a related issue.

1c. Letters, listings and other editorial content

Members, stakeholders and not-for-profit organizations may submit the following contributions directly, without submitting a pitch for editorial approval:

- **Letters to the editor** – To respond to something you read in the magazine
 - o Letters will be accepted from members of DNS or recognized health-related non-profit organizations.
 - o Letters should be a maximum of 300 words long and may be edited for spelling, grammar, clarity and length.
 - o Please provide your full name, address and daytime contact information (email address and phone number).
 - o Letters that the *doctorsNS* editorial board considers libelous, malicious, obscene, racist, sexist, homophobic or transphobic, or that otherwise undermine a person's or group's human rights, will not be published.
 - o Letters that refer to clinical content that advises physicians of clinical guidelines, best practices or how to provide patient care may be subjected to review/approval by a physician or physician(s) with knowledge of the topic.
 - o In some cases, a member or members of the Doctors Nova Scotia Board or staff may respond to your letter in print, in the same or a subsequent issue of the magazine.

- **Event listings** – To publicize an event, such as a seminar or conference
 - o Include event date and name, a 25-word description, and an email address/phone number or URL where physicians can find more information

- **Practice opportunities** – To advertise for a locum, or for a position in your clinic, hospital or health authority
 - o Text-only practice opportunities are published free of charge for individual members of DNS. (*For information on purchasing display ads for practice opportunities, see Section 9, Advertising.*)
 - o Hospitals, district health authorities and other non-DNS members may purchase listing space for available hospital positions, office space, etc. (*See Section 9, Advertising.*)
 - o Practice opportunity listings should include clinic name and location, type of position available (e.g., locum, part- or full-time), relevant practice details, application deadline, and the name and contact information of the person doing the hiring.
 - o Maximum length: 100 words. Listings may be condensed.

- **Spotlight** – To contribute a short news item about yourself or a colleague
 - o If you or one of your colleagues have been honoured by a professional association,

academic institution or other organization, send a brief write-up (such as a short email, press release or other form of announcement) for possible inclusion in the Spotlight column.

- **STATistics** – To complete the STATistics profile found on the back page of each issue
 - o We'd be happy to include you in one of our issues. If you are interested in completing the STATistics survey, please contact us.

Email your submission to the managing editor, Melissa Murray, at melissa.murray@doctorsns.com. Be sure to provide the information requested above, and include the type of submission (e.g., "letter to the editor" or "practice opportunity") in the subject line of your email.

The above contributions should be submitted by the first of the month prior to the month in which you would like your submission to appear (for example, by August 1 for the September issue).

2. Payment

doctorsNS does not pay for article submissions.

3. Copyright

doctorsNS retains the right to all materials published in the magazine and subsequently on the DNS website. Accordingly, any author whose submission is published in *doctorsNS* or on the DNS website revokes any right or interest, proprietary or otherwise, he or she may have in the submission, and acknowledges DNS's rights regarding the submission as set out hereto.

Material appearing in *doctorsNS* or on the DNS website may not be reproduced in whole or in part without the written permission of DNS. Requests for reprinting or reuse will be considered on a case-by-case basis.

Send your reuse request in writing to the editor, Austen Gilliland, at austen.gilliland@doctorsns.com, or the managing editor, Melissa Murray, at melissa.murray@doctorsns.com.

4. Content

Content appearing in *doctorsNS* must reflect and adhere to DNS's Mission, Vision and Guiding Principles. Doctors Nova Scotia will not endorse the views or activities of a third party unless such endorsement has been considered under the DNS Endorsement Guidelines and approved by the Board of Directors.

Content that advises our readers of clinical guidelines, best practices and/or the provision of patient care is provided by accredited stakeholder partners, such as the Department of Health and Wellness (including the office of the Chief Medical Officer), Health Canada, Nova Scotia Health, IWK Health, and national professional organizations, such as the Canadian Medical Association. When content provided by another contributor (individual or organization) makes

clinical recommendations to physicians, DNS will require verification of evidence-based best practice and may seek the guidance of one of the above partner organizations.

5. Editorial review

All submissions undergo an editorial review process prior to publication. The editor reserves the right to edit all manuscripts to ensure clarity and stylistic consistency; manuscripts may also be edited for length. *Note: As doctorsNS is a member magazine, not a peer-reviewed medical journal, editorial content will not be peer-reviewed.*

Authors will be given the opportunity to approve or amend substantive editorial changes. Please note that additional changes (grammatical or stylistic) may be made when the piece is copy-edited.

6. Grammar and style

All submissions should be written in the third person, with the exception of letters to the editor, commentaries and op/ed pieces, which may be written in the first person. In general, strive for general readability, spelling out acronyms and initialisms on first use and defining esoteric medical terms.

doctorsNS adheres to the spellings of the *Canadian Oxford Dictionary* and the style and grammar rules outlined in the *Canadian Press Style Book* (17th ed.) and *CP Caps and Spelling* (20th ed.). Some exceptions apply; these are listed in the *doctorsNS* Style Guide.

Please refer to these resources for questions regarding spelling, grammar, capitalization and abbreviations/initialisms.

7. References

Bibliographic references in submitted articles must be complete; conform to proper citation standards; be pertinent; and be cited in the text. References should appear in numerical order and must be submitted as endnotes, not footnotes.

Please note that endnotes count toward the total word count of your submission.

8. Photographs and other graphics

If you have a photograph, illustration, chart, graph or table that you would like to accompany your story, please indicate that fact in your pitch. (*See Section 1b, Magazine articles.*)

Illustrations of any kind will be used at the discretion of the graphic designer, taking into consideration the space available in the layout and the size and quality of the image. Images may be edited.

- Photographs

- o Photographs must be submitted as press-ready JPEG files, at a resolution of 300 dpi. Files may be emailed or submitted via FTP (access available upon request).
- o Please provide short captions to accompany your photos, including the full name and

title of each person who appears in the picture.

- Charts and graphs
 - o Submit your file as a JPEG file, at a resolution of 300 dpi, press-ready.
 - o If you have multiple charts and graphs, please number them in order of appearance and note where the images should appear in the body of your article.
- Tables
 - o Tables should be included in the body of your submission.
- Logos
 - o Logos are only used to accompany articles in *doctorsNS* under special circumstances. Please make this request in your pitch; further submission details will be provided if required.

9. Advertising

- Events
 - o Events may be promoted free of charge in our events calendar (*see Section 1c. Letters, listings and other editorial > Event listings*) or by purchasing a display ad (*see below*).
- Practice opportunities
 - o Text-only practice opportunities are available free of charge to DNS members (*see Section 1c. Letters, listings and other editorial > Event listings*).
 - Hospitals, district health authorities and other non-members may purchase **text-only** listing space for available hospital positions, office space, etc.
 - Cost: \$200 (HST included) per listing
N.B. 3.95% administrative charge on credit card purchases
 - Invoices will be issued if a purchase order number is provided
 - o DNS members, hospitals, district health authorities and other non-members may purchase **half-page display** advertisements for available hospital positions, office space, etc.
 - o Cost: \$525 (plus HST) per half-page advertisement (*For other ad sizes and associated prices, see Rate Card*)
 - o N.B. 3.95 per cent administrative charge on credit card purchases
 - o Invoices will be issued if a purchase order number is provided
 - o DNS graphic design resources are available to help you design your ad for an additional \$50 (plus HST) per ad. This includes one revision. (Reprint requests will be considered on a case-by-case basis.)
 - o If your ad is publication ready, email the high-resolution, camera-ready file to the managing editor, Melissa Murray, at melissa.murray@doctorsns.com.

- Commercial advertisements
 - *doctorsNS* accepts advertisements from a variety of businesses that provide products and services of interest to DNS members. Preference is given to advertising that is relevant to medical practice, medical education, professional development, healthy living or health-care delivery. The advertisers in question must not compete directly with DNS or its affiliates or their subsidiary companies.
 - For information about ad sizes, prices and deadlines, please refer to the Rate Card.
 - For information about advertising eligibility, see Section 10, Advertising Policy (below).

10. Advertising policy

The integrity and credibility of DNS and its members shall be the overriding consideration in all advertising. It is in the best interest of both DNS and the advertiser to ensure that *doctorsNS* remains a trusted and credible source of information for physicians.

Advertising will be accepted only as it doesn't impede the following core principles:

- Editorial independence
- Institutional integrity
- Consistency with the association's mission, vision and values and the DNS Endorsement Policy

This advertising policy is applied by the association to ensure adherence to these core principles. Doctors Nova Scotia may change this policy at any time at its sole discretion by posting and dating a revised policy on *doctorsNS.com*.

10a. Advertising eligibility

Doctors Nova Scotia uses the following guidelines to determine if a company or organization is eligible to advertise in *doctorsNS*.

- Organizations or companies may advertise in *doctorsNS*.
- Preference is given to advertising that's relevant to medical practice, medical education, professional development, healthy living or health-care delivery. The advertisers in question must not compete directly with DNS or its affiliates or their subsidiary companies.
- Advertising must be factually accurate, must not be misleading and must be in good taste.
- Advertising from organizations that manufacture or promote products or services such as tobacco, alcoholic beverages, weapons, gambling or pornography, or products that violate association policy, are not eligible.
- Advertising from organizations that manufacture or promote alternative health treatments, for example medical marijuana, may not list treatable conditions in their advertising.
- Advertisers will not determine specific editorial content or in any way influence editorial or the content decisions of *doctorsNS*.
- Doctors Nova Scotia reserves the right of final approval of all advertising in *doctorsNS* and the right to refuse or terminate any advertisement in its sole and entire discretion.

10b. Review process

- All new advertisements will be reviewed by the editorial board prior to publication.
- We reserve the right of final approval and the right to refuse any advertisement based on the editorial policy and eligibility requirements outlined above.
- All advertising should meet the appropriate standards for advertising of that product or service under all applicable Canadian laws and the Canadian Code of Advertising Standards.

10c. Placement

Advertisements for products and services may be placed adjacent to editorial content on the same topic in *doctorsNS*, provided there is no reasonable inference of a commercial connection or relationship between the product or service being advertised, the manufacturer or provider of those products or services, and the editorial content.

10d. Sponsored content

Sponsored content represents a partnership between *doctorsNS* and select third-party organizations to present themed content, or “advertorial.” In determining the type and format of advertorials that run in *doctorsNS*, the editorial board refers to the Advertising-Editorial Guidelines established by Magazines Canada and by the policies set forth by the DNS Advertising Policy (*above*) and Endorsement Guidelines.

11. Deadlines

For advertising deadlines, see Rate Card.

Submit your pitches eight weeks prior to the first of the issue month in which you would like your article to appear. (For example, for an article in the October issue, submit your pitch by August 1.)

If your pitch is accepted, you will receive an assignment letter that outlines the details of your article, including the due date.

Generally, due dates are the first of the month prior to the issue month, with the exception of the July/August and February issues (see below). If the first of the month falls on a weekend or holiday, the deadline is generally the last business day prior to the first of the month.

12. Contact us:

For more information, please contact the editor, Austen Gilliland, at austen.gilliland@doctorsns.com, or the managing editor, Melissa Murray, at melissa.murray@doctorsns.com.