

Got Articles?

Are you interested in writing an article for the AHBA newsletter?

The Asheville Home Builders Association is excited to announce a new initiative to feature articles written by our members, for our members. Listed below are a few guidelines to follow when preparing an article to be submitted to the AHBA *Blueprints* newsletter.

The article should:

- ❖ be written by a representative of an AHBA member company.
- ❖ include no more than 450 words.
- ❖ be an original article that you wrote.
- ❖ be informative and share your unique expertise. Try to include tips, strategies, techniques, studies, analysis, opinions and commentary in your articles.
- ❖ have proper English, spelling, grammar, punctuation, capitalization and sentence structure. Although we know there is a variation in what is considered "proper English," we ask that you at least be consistent within your article. Please proof and double-check your article for accuracy.
- ❖ **NOT** be a press release, advertisement, sales letter, promotional copy, or blatant and excessive self-promotion or hype.
- ❖ **NEVER** contain: pornography/adult material, hate or violence-oriented, suggest racial intolerance, advocate against any individual or group, have insulting, obscene, degrading tone, contain profanity, or contain any content that is a violation of any law, be considered defamatory, libelous, or infringes on the legal rights of others.

Please remember to include your full name, the names of any co-authors, your company name, and your job title (optional), when you submit your article, but please do not repeat your name or company name in your article. Submit your article electronically, in a Word document, to KC Hart, Director of Marketing & Communications, kc@ashevillehba.com. If you would like to include your headshot OR your company logo with your article, please send it to us in a black and white jpeg, 300 resolution and we will size it and place it in the newsletter. Unless you are the Member of Record for your company, you must include your company logo, and may not use your headshot. If you have any questions about how to format your image, contact KC Hart to help you with the details.

The copy deadlines for each monthly newsletter will be the 18th of the previous month. Please submit articles and photos on or before the 18th of the month. Only one article per AHBA member company will be accepted per quarter. The AHBA will run a maximum of one article from the General Membership per issue. Contact KC Hart directly at 299-7001 with any questions. Please remember to read your Monday Morning Briefings since they will update you on any newsletter changes,

etc. Thank you in advance for your continued support of the AHBA through member education!