

Newsletter Writing Guidelines and AD Specifications
Published February, June, and October

AUDIENCE

The primary audience for *First Illinois Speaks* are chapter senior and mid-level healthcare financial managers, including CFOs, VPs of Finance, controllers, revenue cycle directors, patient financial services managers, business office managers, and others responsible for healthcare financial management of healthcare organizations in the Greater Chicago and Northern Illinois area. Most of our readers are based in hospitals or health systems.

TOPICS

High-priority topics are those that affect a large segment of our audience. Current topics of interest include Healthcare in the 2020s, Artificial & Machine Learning, Revenue Cycle Management/Denials Management/Patient Access, Margin Improvement, Capital Planning, Leadership, and Changing Payment Models/Population Health.

ARTICLES

- Ideal Length: 1,000 words.
- Be clear and concise.
- Focus on action—specific, practical steps readers can take to improve performance in their organizations.
- Articles may also focus on strategy or on tactics, but all articles should explain why the issue is important and how to improve performance.
- Tools and examples are encouraged.
- Shorter, “how-to” or single subject articles of 500-800 words are also welcome.
- Graphs, charts, and tables (PDF or JPG only) should be provided when appropriate and must be legible at a recommended 300 dpi size.
- Footnotes should be kept to a minimum and placed at the end of the article.
- ***Company and product names should not appear in articles*** (although company names do appear in author bios).

AUTHOR BIOS

Please provide the following for each author

- Full name and any academic or professional titles, academic degrees, professional credentials
- Title
- Company Name
- Email address
- phone number (optional)
- 300 dpi headshot (optional) telephone and e-mail addresses.
- Articles should be submitted electronically by e-mail as a Microsoft Word or ASCII document.

PUBLICATION

Unfortunately, we cannot promise publication in a specific issue of the newsletter. However, we make every effort to publish articles as promptly as possible.

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Ad SIZE

Full Page Ad

- 7.5" w x 10" h

Half Page Ad

- Horizontal 7.5" w x 4.94" h
- Vertical Option A 3.68" w x 10" h
- Vertical Option B 4.94" w x 7.5" h

Quarter Page Ad

- 3.68" w x 4.94" h

COLOR

- All files should be saved as **CMYK (full color)**.

RESOLUTION

- All files should be saved at a minimum of 300 dpi or high resolution.
- Files that are low resolution or lower than 300 dpi will not be accepted as they will not print at a high-quality level.

FILE FORMAT

- Acceptable file formats are high resolution (300 dpi or higher) .pdf, .jpg, and .tif. Should your file require editing, files should be packaged and be provided their native formats in Adobe CC InDesign or Illustrator.

FILE SUBMISSION

- Send ad copy and questions to: ecrow@firstillinoisfirstillinois.org
- Eileen Crow, First Illinois Projects Manager/Partnership Coordinator