

Link Letter Submission Guidelines

Thank you for your interest in submitting information to the Link Letter newsletter (a publication of the Edmonton Seniors Coordinating Council). The following information explains our submission guidelines.

Audience

Link Letter is a popular resource for staff/volunteers of seniors organizations and for seniors in the metro Edmonton area.

Content

Link Letter provides information about news and events in the Edmonton seniors sector, resources and research, professional development, grants and awards, events for seniors, and work/volunteer opportunities. It is not intended as a vehicle to sell goods and services.

Items submitted for Link Letter should identify the organization and include a phone number and/or email address readers can contact for more information. We will include links to information on your website if the URLs are provided.

Word count for submissions should be no more than 100 words, but our format is flexible enough to accommodate exceptions. ESCC reserves the right to edit submissions for length and to be consistent with the Link Letter format.

We are open to including images that relate to the submission, but reserve the right to include the text of your submission only. PNGs and JPGs with a resolution of 72 dpi are preferred.

Submissions will be included in Link Letter for one week but may appear on our website for a month.

You can find back issues of Link Letter at www.seniorscouncil.net/archived-link-letters to get an idea of items included in previous newsletters. Note that in March 2015 the visual appearance and format completely changed, but types of content remained the same.

Distribution

Link Letter is distributed via email every Thursday from September to June and bi-weekly for July and August.

Submission Deadline

Submissions must be received by end of day on Mondays for inclusion in that week's issue. There is no cost to submit your information.

Send submission requests to: Janelle Beblow, ESCC Communication Coordinator at memberservices@seniorscouncil.net