

ETHANOL TODAY

Ethanol Today Bio Business (Biz) & Carbon Column Guidelines

Proposals

Ethanol Today procures quality and timely rotating columns for our bio biz and carbon sections we began publishing in 2021. For column consideration, it's preferred authors first submit a brief abstract, via email, describing the proposed column's content and audience. Recommendation of an issue is advised; columns should align with the column section (i.e. biofuel related carbon and/or business topic). Carbon columns have covered topics such as clean fuel policy and carbon market opportunities for farmers and ethanol producers. Biofuel business columns have covered everything from HR/financial tips to board management and succession planning. A media kit/editorial calendar can be downloaded from www.ethanoltoday.com along with past columns. Prewritten columns or other routine column ideas will be considered on the premise they have not been published elsewhere prior to *Ethanol Today* and are relevant to readers.

Ethanol Today works on each respective issue more than one month in advance. Column proposals, or abstracts, must be submitted four weeks prior to the first day of the month that the writer desires to have the article appear in. For example, to be published in the November/December issue of *Ethanol Today*, an abstract must be submitted by October. Columns may be an option for multiple months, however, and could be used in a following issue.

Content

Authors of the column must agree that the piece will be original work, free of plagiarism. The writers must agree to use reasonable care to ensure that all facts and statements in the article are true, and that the work does not infringe upon any copyright, right of privacy, proprietary right, right of publicity or any other right of a third party. Columns coming across as a sales pitch or advertorial will not be accepted. *Ethanol Today* may edit submitted columns to match AP style.

Details

Columns are generally printed at a length of 350-450 words, excluding the column's title; longer submissions will be considered and allowed depending on other issue content. Submission of the author's headshot, title and company logo along with the work is strongly recommended. If the column was written by multiple authors, the submitter should provide how they'd like the column attributed.

Although *Ethanol Today* has all intentions to publish accepted columns, it is not a guarantee, and the title reserves the right to hold or decline to publish articles based on magazine size, or poor, irrelevant or untimely column quality/content. Failure to comply with the recommended deadline may result in a publishing delay. At their request, columnists may receive up to three free copies of the printed magazine, and/or a free low-resolution pdf. Additional copies and/or high-resolution reprints are available for purchase.

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