



## **WATERPROOFING MEMBRANE ASSOCIATION INC.**

SETTING BEST PRACTICE IN WATERPROOF MEMBRANES

# **WMAI NEWSLETTER GUIDELINES**

### **Per newsletter, in order of appearance:**

#### **TECHNICAL (ONE TO TWO TECHNICAL ARTICLES)**

- To be titled: Technical Article
- Credited to ordinary member or affiliate member
- 100-300 words
- One to two images
- Extracts from COP's

#### **OPINION PIECE (ONE OPINION PIECE)**

- To be titled: Opinion Piece
- To be tagged: "Personal opinion and publicly owned by the writer"
- Credited to WMAI members only
- 100-300 words
- One to two images
- Honest opinion

#### **GENERAL INTEREST (ONE GI PIECE)**

- Credited to Applicator members only
- 100-300 words
- One to two images

#### **ADVERTORIAL (ONE ADVERTORIAL PIECE)**

- Credited to owner and/or a sponsoring Ordinary member
- 100-300 words
- One to two images
- No pricing
- No knocking the competition
- Not consecutive by any one member on same topic

#### **GENERAL CONDITIONS**

- Credits with Full Name, Position, Company, and mugshot
- Submissions in MS Word format
- Images at least 300 dpi
- Nothing:
  - Illegal
  - Blasphemous
  - Defamatory
  - Personal attacks
  - Pricing

**Email your Copy and Images to : [writer@wmai.org.nz](mailto:writer@wmai.org.nz)**