

2008 *Directors Monthly* Editorial Guidelines

Frequently Asked Questions:

What is *Directors Monthly*?

Directors Monthly (DM) is a 24-page governance publication, a membership benefit of the National Association of Corporate Directors (NACD), headquartered in Washington, D.C. (www.nacdonline.org). NACD is the nation's only membership association for corporate directors. Every month, *DM* is mailed to NACD members, subscribing libraries, and U.S. business press. Circulation: Over 10,000.

Does *DM* accept advertising?

Not at this time. However, NACD's online daily digest of news, *Directors Daily*, featuring commentary, analysis, and events from leading national and international wire services, has sponsorship opportunities. Marketing queries may be directed to Doreen Kelly Ruyak, Vice President for Marketing, dkruyak@nacdonline.org.

Does *DM* publish an editorial calendar?

DM does not publish an editorial calendar; however, each issue "closes" six weeks prior to the start of the issue month. For example, the closing date for the June issue is April 15.

Who may write for *DM*?

DM accepts contributions from NACD members and others who are qualified to write about corporate governance. We encourage submissions from corporate directors and officers, and also seek articles from nonprofit directors and officers (since many corporate directors also serve on nonprofit boards). Furthermore, we are interested in articles written by academic researchers and professional advisors to boards, such as attorneys, accountants, and consultants.

Note: In keeping with our editorial motto: "For directors, by directors," if you are an advisor to boards and wish to write for *DM*, please consider partnering with a director as co-author.

What topics does *DM* cover?

DM is dedicated to all aspects of corporate governance and the duties, responsibilities, and work of **directors**. We prefer articles devoted to a single governance topic of interest, including legal and regulatory developments affecting directors, the composition and operations of boards and committees, CEO and director evaluation and compensation,

audit and finance, risk and security, and the board's relationship with key officers and constituencies.

Most articles will fall into one of these *DM* "departments":

- Letters and Viewpoint
- Audit and Finance
- Law and Liability
- The Effective Board (dynamics, psychology, succession, board culture)
- Nonprofit Boards
- Ethics
- Strategy
- Risk & Security
- Mergers & Acquisitions
- Governance
- Global Governance
- Private and Family Companies
- Compensation
- Insurance
- Regulation
- Technology
- Resources -- book reviews and research

How long should articles be, and in what style?

The typical *DM* article runs 1000 to 3000 words. NACD Members may submit shorter articles to appear as op-eds or "Viewpoints." With few exceptions, we follow the Chicago Manual of Style. We also encourage authors to cite sources, including legal cases, regulatory statutes, and scholarly articles. References should appear within the text, not as footnotes.

Authors may include a title, introductory blurb, sub-heads and call-out quotes, but the editor reserves the right to amend these and make other editorial changes subject to author approval. Authors have the opportunity to review (via e-mailed PDFs or facsimile) their edited articles prior to publication.

Submissions should include brief author biographies, including references to any board memberships. We prefer to receive articles via e-mail (as a Word attachment), and head-shot photos (black and white) via U.S. mail or as PDF files. Head-shot photos are printed for the lead (cover) article only.

Are topics related to management accepted?

DM does not publish articles about management trends, unless the article explains why and, more important, how directors should respond to the trends. Because of the board's

role as safeguard of corporate value, emphasis should be on minimizing risk (a key board function), rather than on maximizing opportunity (a key management function).

Note: Authors should refrain from including any text that may seem promotional.

What about reprints?

Each author will receive a modest number of **DM** copies upon publication. Authors may only produce reprints of their articles using a PDF file provided by NACD. Authors who wish to reprint their article in another publication may do so provided the following notice appears with the article: “Reprinted from the [Month, Year] issue of *Directors Monthly*, a publication of the National Association of Corporate Directors, Washington, D.C. (www.nacdonline.org).”

To get a better idea of the articles you print, may I receive a copy of *DM*?

Thank you for your interest.

For an idea of the types of articles appropriate for publication in *Directors Monthly*, please request a free sample copy by writing to Suzanne Meyer, slmeyer@nacdonline.org.

How can I learn more about membership in NACD and receive *DM* and *Directors Daily* on a monthly basis, along with other member benefits?

To learn about member benefits and joining NACD, please visit <http://www.nacdonline.org/benefits/membership>, or contact Chris Barnard, (202) 572-2083, pcbarnard@nacdonline.org.

Who should I contact for additional information?

For further information, please contact:

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