



***Equipment Leasing & Finance***  
**Author Guidelines**  
(Revised July 2011)

**Mission Statement**

*Equipment Leasing & Finance* is the only magazine designed specifically for the equipment finance executive. As the flagship publication of the Equipment Leasing and Finance Association, *Equipment Leasing & Finance* is the trusted leader, bringing readers unique access to cutting-edge industry experts and data.

*Equipment Leasing & Finance* helps readers:

- Gain in-depth knowledge of the issues shaping the industry, today and in the future
- Get to know the movers and shakers in the industry
- Discover ideas and best practices for succeeding in the industry
- Get an insider's look at ELFA events, research, regulatory and advocacy developments, business development resources and more.

**About the Magazine**

*Equipment Leasing & Finance*, founded in 1989 as *Equipment Leasing Today*, is the premier publication in the U.S. covering the entire field of equipment leasing and finance, from tax issues to equipment management to funding. The international bimonthly keeps abreast of significant technical and professional developments for equipment finance professionals and anyone else with an interest in equipment leasing and finance. Its circulation is more than 10,000.

**Readers**

- More than 35 percent of *Equipment Leasing & Finance* readers are from independent leasing companies, and more than 20 percent are from bank leasing companies. Another 20 percent are from captive or financial service companies.
- *Equipment Leasing & Finance* is read by top-level executives. The majority of readers (80%) are at the vice president or higher level. These senior executives are often pressed for time, and are looking for quality information presented in a succinct, reader-friendly, accessible format.
- Articles are written for generalists, not necessarily specialists. Most readers are well versed in general equipment leasing, finance or business topics but not necessarily in highly technical or specialized areas. Readers look to *Equipment Leasing & Finance* to keep informed of general market, accounting, tax and equipment developments. Thus, the magazine covers the full range of issues in asset management, taxation, professional development, accounting, operations, regulations and other areas.

## Objectives

- *Equipment Leasing & Finance* articles should have a broad appeal, convey fresh and engaging information, and focus on practical situations and applications. Articles that are entirely theoretical or are derived wholly from secondary sources are rarely accepted. Those based on studies or surveys should draw conclusions from the research, analyze its impact on the industry, and offer insights or advice that will be useful to the readers.
- Bylined articles (those written by members of the leasing industry) must offer the reader insights not easily gained by a third-party journalist, and must share information and experience unique to the authors.
- In keeping with *Equipment Leasing & Finance's* journalistic standards, even bylined articles should draw from other sources where appropriate, quoting the author's peers to contrast or corroborate experiences or opinions.
- Whenever possible, quantify any point within an article with hard numbers (market size, transaction volumes, etc.) and include any illustrative charts and graphs that can be obtained.

## Writing Style

- Articles should be written in plain English in a journalistic style, rather than an academic format. They should have a practical, rather than a theoretical, orientation.
- If technical jargon or complicated terms must be used, follow them with brief explanations for those unfamiliar with the subject.
- To make your article more reader-friendly, you are encouraged to use:
  - Real-life examples and "how-to" information
  - Clear and concise language -- avoid lengthy sentences
  - Succinct paragraphs -- three to four sentences in length
  - Short subheads to break up the text and highlight key topics
  - Bulleted lists to facilitate skimming
- *Equipment Leasing & Finance's* editorial content style follows the *Associated Press Stylebook*

## Footnotes/Endnotes

- Weave essential references into the narrative; do not use footnotes or endnotes.

**Writing Tip:** Picture a reader in your mind, and write to that person. Ask yourself: Would this article hold his or her attention? Would he or she clearly understand it? Have I explained why this topic matters and how it impacts him or her?

## Elements to Include With Your Article

- A strong, short headline -- no more than six words -- that will catch the reader's attention
- A interesting first paragraph that will draw the reader in
- Your current professional position and e-mail address
- Your photo (a headshot with a resolution suitable for print)

### **Supplemental Information**

Feel free to suggest supplemental information that will enhance your article, such as:

- An illustrative chart or graph
- An image or photo
- A short sidebar (100-300 words) that outlines tips or examples

### **Word Length**

Feature articles should be a maximum of 1,500-2,000 words and department pieces (e.g., *Financial Watch*, *Leasing Law*) a maximum of 1,000 words.

### **Submission and Review**

- Manuscripts should be emailed as a Microsoft Word attachment to Amy Vogt at [avogt@elfaonline.org](mailto:avogt@elfaonline.org).
- All manuscripts must be submitted on an exclusive basis. Manuscripts under review by another publication will not be considered.
- An editorial staff selects high-quality material for publication in *Equipment Leasing & Finance*. The elements considered include readability, technical soundness, originality, timeliness and interest to readers. *Equipment Leasing & Finance* reserves the right to edit articles and to decline to publish them at any point.

Manuscripts or questions about editorial policy should be directed to:

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