Writer's Guidelines

Thanks for considering writing for *Keystone Veterinarian*. This guide is designed to answer all your questions about article submission to the magazine. Feel free to contact the editorial team with additional questions or for advanced article concept approval at catherine@PaVMA.org.

What is the *Keystone Veterinarian*?

Keystone Veterinarian Magazine (KVM) is the flagship quarterly publication of the PVMA. KVM maintains the highest standards of intellectual quality, editorial excellence, and design to service its readers who are working across the commonwealth to advance veterinary medicine and care for animals.

Goals of the *Keystone Veterinarian*

Our articles are designed to increase productivity, efficiency, and knowledge of veterinary industry professionals in Pennsylvania. PVMA is the professional association of the entire veterinary industry in the commonwealth, and the magazine is intended for the entire team, including veterinarians, credentialed veterinary technicians, veterinary assistants, client service representatives (CSRs), practice managers, and other professional support staff. Topics on scientific veterinary practice, communication, leadership, wellness, and business articles are welcome. Articles that include Pennsylvania- or region-specific information are encouraged.

We are interested in features, not reports or news articles. Please approach your submission as a magazine article not a report or journal paper. It should be a narrative with a beginning, middle, and end, filled with anecdotes and the voices of professionals, owners, and experts (even if that is you). If the article is about medicine, tell a story about it and how the problem was solved. We want others to be able to apply or adapt successful practices to their own situation. Papers written for academic assignments are almost never appropriate for KVM without significant revision.

Our articles are intended to educate and inform. While some articles will discuss specific products or programs, this is intended to be educational. Articles that include sales pitches

about your programs or products will be sent back for revision. If you are interested in advertising, please visit our website at: https://pavma.org/advertise/.

Who Can Write for KVM?

We encourage all interested individuals to consider writing for KVM. PVMA Members and veterinary professionals residing in Pennsylvania will be given priority for voluntary submissions. Please see the editorial calendar for submission deadlines.

Advanced Article Approval. It's always best to send us an email query prior to writing an article, describing the piece you have in mind and asking whether it might be appropriate for the magazine and for which issue, in accordance with the Editorial Calendar. Of course, if you have an article in hand, feel free to send it to us, but first read on to make sure it's a good fit.

Topic and Author Suggestions. If you have a topic you'd like to see covered in a future issue, please feel free to contact the editorial team. If you have suggested authors for the topic (other than yourself), please include their names and contact information so that we can reach out if we decide to pursue the topic.

Invited Authors. The editorial team invites specific authors to contribute features to specific issues when their areas of expertise falls within our theme. All invited authors are expected to comply with all author guidelines and policies as outlined below.

Editorial Calendar

2027 Calendar

Volume	Submission Deadline for Article Consideration	Publication
1 (Winter)	November 6, 2026	February 17, 2027
2 (Spring)	February 19, 2027	May 26, 2027
3 (Summer)	May 21, 2027	August 25, 2027
4 (Fall)	August 20, 2027	November 24, 2027

Issue Themes

Our editorial team determines a theme for each quarter to help guide article requests. Themes for each issue are determined 3 to 6 months in advance of publication by the editorial team. For information on upcoming themes, please contact catherine@pavma.org or watch for article invitations in VetBytes and on social media.

Author Guidelines

Submission Format

- Please submit all articles as a Word document (Microsoft Word or Google Docs) to allow for ease of editing.
- Articles should be single spaced with one line (carriage return) between paragraphs.
- Paragraphs should be block style (no indents).
- A single space should be used between sentences.
- Font: Times New Roman or Arial; 11-12 point.

Length

- Standard articles are 500-800 words (not including references).
- Cover articles and special features are typically 800-1200 words (not including references). These articles are typically requested from specific authors by the editorial team.
- Rarely do we accept cover articles and special features from writers we are working with the first time. Usually, we invite writers to these coveted spots after knowing their work, style, quality, and timeliness. **Thus, stick to 500-800 words unless otherwise requested.**

References and Additional Resources

- **Please provide references for any statistics, quotations, or ideas published elsewhere, even if it is your own work.**
- Use numerical superscripts within the text for each citation.
- A numbered list of references should be included at the end of the article using the 11th edition of the *American Medical Association Manual of Style* (Examples can be found at https://avmajournals.avma.org/page/AVMA-Journals-Style-Sheet-References-JAVMA).
- You are also welcome to include a list of additional resources for those readers who want to learn more about your topic.

Titles, Subtitles, and Call-outs

- *Keystone Veterinarian* is a magazine for busy professionals. Catch their attention with your title. Be creative. Have flair. Think: Marketing.
- We prefer the use of very short subtitles within the article to break up thoughts, topics, and sub-topics. (Please note: titles and subtitles may be rewritten by the Editor).
- You may submit information for up to two call-out suggestions, which may be used at the discretion of the editorial and design teams.

Photos, Images, Figures, Tables, Etc.

- We encourage authors to submit images and figures to accompany their articles. Captions for these photos should be included in the article text file. Be specific, but limit captions to 30 words or less.
- All photos/images/figures should be submitted as separate files. Do not include photos within the article document.
- Tables, charts, and informational boxes may be used to highlight specific information. These may be included in the article document and do not need to be submitted as separate documents. The information included in these items should be included in the word count of your article.
- Author photo and any additional supporting photos files must be high resolution of at least 300 dpi in .jpg or .png format. The total size of the e-mail must be under 2 MB. For images larger than 2 MB, please contact catherine@pavma.org for guidance on submission.

About the Author

- Your article should be informative, but your About can be a sales pitch. Include your full pen name at the beginning with post-nominal letters and your contact info at the end (can include some or all the following: phone, email, social media). The middle can be your biography, why you like to write, a call to action, or some other marketing. Just make sure it is less than 75 words or the editorial team might cut or change your favorite part.
- **Sample About the Author:** Joe Cool, DVM is a recognized leader in veterinary emergency medicine and triage advancements. His best-selling book, “Snoopy’s Veterinary Emergency Procedures” is considered the authority by many veterinary schools and hospitals. He is a top draw speaker at veterinary conferences across the

country. Dr. Cool can be reached via Facebook @CoolVetDr, email Snoopy@CoolVetDr.com, or call 123.555.1212.

- Include an author's photo to publish along with the article.

How to Submit

- Please send articles through the online submission form unless otherwise directed. https://pavma.org/keystone-veterinarian-magazine/interested-in-writing-for-us/
- All submissions should include:
    - Word document including
        - Suggested title
        - Byline (this includes your name as you want it printed, including all post-nominal letters, and affiliations)
        - Article text
        - References
        - About the author (see example in author's guidelines)
        - Photo captions (if applicable)
    - Author contact information (email address, phone number, and mailing address to receive print copies)
    - Author photo and accompanying images should be submitted as separate files.
- Author photo and any additional supporting photos files must be high resolution of at least 300 dpi in .jpg or .png format. The total size of the e-mail must be under 2 MB. For images larger than 2 MB, please contact catherine@pavma.org for guidance on submission.

Editorial Policies

Compensation

Due to budgetary limitations, KVM does not provide compensation for voluntarily submitted articles. We will provide a print copy of the issue in which your article is published if you include a mailing address with your submission. Honorariums are offered for invited articles at the discretion of the editorial team and will be communicated with your author invitation.

Submission to Other Publications

- KVM does accept voluntarily submitted articles that have been, or will be, published elsewhere, including online. It is the author's responsibility to obtain and provide

necessary permissions from the original publication and communicate these to KVM. Do not violate any copyrights or license agreements that you may have signed. No compensation will be provided for re-printed articles.

- Please inform the KVM editorial team if your article has been submitted to other publications at the time of submission.
- If you would like to re-use an article from KVM for another publication, please contact the editorial team for permission.

Accuracy

Copy should be accurate. KVM cannot assume responsibility for the accuracy of facts, figures, or names in submitted copy. Before submitting material, verify the spelling of names, titles, countries, and institutions. Use full names of organizations and agencies when first mentioned and provide abbreviations or acronyms in parentheses following. Abbreviate thereafter. Verify titles and quotations from printed sources. Confirm any deadline dates in your copy.

Acceptance and Publication

- We will acknowledge your article upon receipt. The decision to reject or accept an article is made as quickly as possible and we aim to inform authors of a decision within 30 to 60 days. Our editorial team is composed of volunteers who maintain busy schedules of their own.
- Approved articles will be scheduled for publication at the editor's discretion and will be edited to conform to the magazine's style and format. As a quarterly magazine, we plan several months in advance for each issue. Once your article has been accepted and scheduled for a particular issue, the editorial team will contact you with that information.
- All articles submitted to KVM are subject to editing for clarity, grammar, and length. Titles and subtitles may be rewritten by the editor.
- The editor may send a copy of the edits for approval to authors when significant changes are suggested or clarifying information is needed. Please respond within 2 weeks of receiving these requests from the editorial team.