

## Puppies USA Writer Guidelines

### WRITER'S GUIDELINES

Puppies USA is a clear, informative puppy buyer's guide and owner's manual. This annual is a reference guide for prospective and current mixed-breed and purebred puppy owners and focuses on how to care for puppies acquired from shelters, rescue organizations and reputable breeders. Article topics might include how to pick the right puppy, an overview of the American Kennel Club's recognized breeds, training a pup on the basis of its natural instincts and grooming and caring for a new pup.

Article manuscripts range from 1,800 to 2,400 words, depending on the complexity of the subject matter and amount of material available, and should be written according to Associated Press (AP) style, in the established Puppies USA voice and tone. The editors expect well-researched manuscripts that include substantiated quotes from recognized owners, handlers, competitors, breeders, breed fanciers, breed experts, groomers, or veterinary experts. Writers must provide qualifications and contact information—city, state, telephone and e-mail address—for individuals quoted.

### UNSOLICITED MANUSCRIPTS/QUERIES

The Puppies USA editors do not accept unsolicited manuscripts; they work on a query-only basis. Articles are assigned only to writers with whom they work on a regular basis; therefore, all other writers are asked to write on speculation once their query has been approved.

You may send a query letter detailing your article idea to the Puppies USA editors. The Puppies USA editors are not responsible for unsolicited materials. Send queries to [puppiesusa@bowtieinc.com](mailto:puppiesusa@bowtieinc.com). Queries are not accepted by telephone, fax or mail.

We highly recommend that you read a previous issue of Puppies USA to gain a better understanding of the content, tone and style of the annual. Puppies USA is available at pet-supply stores.

### PAYMENT AND SERIAL RIGHTS

Puppies USA pays on publication within one month of the on-sale date. Payment amounts vary according to the quality and length of the article. BowTie Inc. buys First North American Serial Rights on exclusive basis; the nonexclusive right to use the article in electronic media; and the nonexclusive right to use the article, as well as your name, image and biographical data, in advertising and promotion. Published writers receive two complimentary copies of the title in which their work appears.