



National Association for Holistic Aromatherapy

## **Writer's Guidelines and Article Submission Requirements**

This document includes the NAHA guidelines and steps for submitting an article for the NAHA Aromatherapy E-Journal and for the NAHA E-Newsletters.

Attention: NAHA Members, Aromatherapy Professionals, Licensed Practitioners, Educators, Schools and Students; ***Do you have a professional quality article that we can consider for publication in the NAHA 2010 E-Journals or Special Edition E-Journals? If so, please read the information below.***

### **What is the NAHA Aromatherapy E-Journal?**

The NAHA Aromatherapy Journal is an educational and resourceful publication of the National Association for Holistic Aromatherapy.

NAHA publishes an electronic journal on a wide variety of aromatherapy topics. The journal is included as part of the NAHA Membership Benefits and is also available for purchase in a CD format.

NAHA Article and E-newsletter topics include and are not limited to:

- ❖ Aromatherapy Applications and Uses
- ❖ Essential oil and Carrier Oil Profiles
- ❖ Research and Case-studies
- ❖ Aromatherapy in the News
- ❖ Safety Data and Essential Oil Chemistry
- ❖ Endangered and Threatened Botanical Species Reports and Updates
- ❖ Aromatherapy in Profession; how aromatherapy is used by professionals
- ❖ Aromatherapy Education; educators and schools share their knowledge
- ❖ Essential Oil Recipes and Blending Tips
- ❖ The Business of Aromatherapy and Marketing Advice
- ❖ Special focus on specific topic editions and much more!

### **What is the NAHA E-Newsletter?**

NAHA publishes a monthly newsletter in an electronic format. The newsletter is available for NAHA Members and those in the general public who are interested in learning more about the safe use of essential oils and aromatherapy. NAHA also publishes E-announcements that are sent via group email to alert NAHA members to updates concerning membership, aromatherapy news and events, membership discount specials, essential oil updates and more.

**Monthly E-newsletters includes:**

- ❖ Educational Aromatherapy Articles
- ❖ Mini-Marketing Tips
- ❖ Current Calendar of Events
- ❖ Monthly Bookstore Specials
- ❖ NAHA Tele-conference Schedule and Highlight of Monthly Presenter
- ❖ NAHA Director's Corner Highlight
- ❖ Aroma News and Safety Updates
- ❖ The Monthly Aroma-Article is also posted to the NAHA Blog Space

**NAHA Members have the additional benefit of participating in free and discounted opportunities available with the NAHA E- announcements:**

- ❖ Share and Promote an important event or information via Press Release
- ❖ Highlight participation in the NAHA Membership Discount Program
- ❖ Promote Specials that you offer to NAHA Members on Classes, Events, Products
- ❖ Discount Advertisement Opportunities; Go Green and E-Market your Business
- ❖ Reciprocal Blog Links; establish your business on the internet network
- ❖ NAHA E-newsletter Archive (posted to the NAHA website)

**How do I submit an article for the NAHA Journal or E-newsletter?****NAHA E-Journal Article Submission Requirements Checklist:**

- ✓ You are a professional aromatherapist with sufficient education in your topic
- ✓ Article topics should be a minimum of 1-4 pages long. (we can accept and encourage longer articles based on depth of the topic)
- ✓ All articles must be submitted singled spaced in a WORD Doc. format
- ✓ Font size 12 point, Times New Roman, Black Ink
- ✓ Include full name of each essential oil/carrier oil (no abbreviations)
- ✓ Include the common name in regular font and Latin binomial(s) in italic font
- ✓ Do not include any endangered species\* unless the article is specific to that topic
- ✓ Endangered or threatened species data can be included for historical reference
- ✓ If an endangered species oil is listed in a recipe blend please include a note giving an alternative oil
- ✓ Do not include unsafe e. oils or techniques contraindicated in true aromatherapy
- ✓ Include professional references and bibliography if applicable
- ✓ Fact-check your data; especially historical dates and references
- ✓ Include a brief professional biography at the end of the article (100 words max.)
- ✓ Include your contact information at the end of your bio (email/website/phone)
- ✓ Include a headshot image in a JPEG (300dpi) high resolution quality
- ✓ Include any article images in JPEG (300dpi) high resolution quality
- ✓ Do not imbed any images into the article
- ✓ Do not imbed any hyperlinks or website text
- ✓ Do have the article spell-checked and if possible pre-edited

- ✓ Do not count on spell check for complete editing...a word spelled correctly may not be the correct word.
- ✓ Do not include the wording 'to treat' or 'treatment' unless that falls within your scope of practice
- ✓ Do not include the phrase '**therapeutic grade**' with essential oil descriptions

\*Agarwood, Frankincense, Rosewood, Sandalwood are some of these endangered species

### **NAHA E-Newsletter Article Submission Requirements Checklist:**

- ✓ Same as NAHA Aromatherapy Journal submission requirements except:
- ✓ Article length; 1 WORD Doc. page (typically minimum 4-8+ paragraphs)
- ✓ If requesting a specific e-newsletter for your article, please contact NAHA in advance to determine which e-newsletters are available, monthly theme/concept and deadline dates.

### **Article Submission Deadline Dates:**

- ❖ E-newsletter: 30 days prior to monthly publication
- ❖ E-Journals (scheduled to change without notice)
- ❖ 2010.1: January 30, 2010 Exploring Subtle Aromatherapy Techniques
- ❖ 2010.2: March 30, 2010 Natural Cleaning-Going Green
- ❖ 2010.3: May 1, 2010 Professional Applications in Aromatherapy Volume II
- ❖ 2010.4: July 1, 2010 Sacred Scents; Practicing the Ancient Arts of Ceremony, Ritual and Anointing
- ❖ Special Edition Journals; Aromatherapy for Natural Skin Care at home and in the Spa Submission Deadline: June 1, 2010
- ❖ The Mother's Issue: Aromatherapy for pregnancy, childbirth, infant and child care Submission Deadline: August 1, 2010

NAHA submission deadline dates are scheduled to change based on amount of content that has been received.

If your submissions do not follow the Writer's Guidelines your documents will be returned for corrections. This can alter the publication process and delay use of your article or materials.

Article submissions sent to NAHA are not guaranteed to be published. All information is subject to The NAHA Board of Directors approval. All articles and data are subject to editing by the NAHA Editorial Board. Authors are not promised that their submission will be included in any specific journal or e-newsletter.

All submissions, data and pictures are kept on file at the NAHA office. You will be notified if your article will be considered for future NAHA publication. It is the responsibility of the author to provide proof of any copyright materials included with all

submissions. If your article is included in a NAHA publication, NAHA maintains permission and rights to use the material for future publications and educational purposes.

The NAHA Aromatherapy Journal is not a paying market. NAHA currently offers compensation in the form of inclusion of your bio, picture and your email, website (with hyperlink) and phone number with feature articles. Contributing writers also receive a free PDF copy of the journal in which he/she is published. The Aromatherapy Journal provides an excellent forum for you to make your talents and expertise known both in your community and around the world. Aromatherapy articles that are published also count towards ARC (Aromatherapy Registration Council) RA (Registered Aromatherapist) renewal hours.

NAHA offers a unique co-writing and editing service to those that want to have their information published but do not have the professional writing skills or desire to write an actual article or educational materials. If you are interested in this service please contact NAHA via the Online Feedback Form or [info@naha.org](mailto:info@naha.org). This service is available at a special discounted rate to NAHA Members and professional rate to non-members.

NAHA reserves the right to change or cancel any of the requirements, discounts and free benefits detailed in this document at time without notice.

If you have any questions please use the NAHA Online Feedback Form via the Contact NAHA webpage. Email your article, contact information and pictures to [info@naha.org](mailto:info@naha.org)

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