

DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



Guest Columnist Guidelines

DeKalb Chamber members have a wealth of knowledge and expertise to share. Our weekly Monday Business Update features a Guest Columnist section where members can share helpful information, tips, answers to common questions, and insights that benefit fellow members. This is a great opportunity to educate, connect with, and support other Chamber members.

Guest Columnist articles must follow the guidelines below:

- Content of the column cannot include any sales pitches, company promotions or offering of services.
- The column should be a maximum of 650 words. A teaser of 200 words will be placed on the main portion of the Monday Business Update with a link that will connect the reader to the entire document.
- Each column should contain a title, member author's name and member organization.
- All columns should consist of tips, key questions, and any knowledge that could be beneficial to fellow members.
- Examples: Tax changes, technology information, business educational tips, what to look for in coming trends, etc.
- Avoid the use of brand names to avoid persuasion for or against any particular company.
- Any images to be included with the column must be 1MB or smaller and in a JPG format to be considered for use.
- Links can be included within the column to reference where additional information can be found.
- Give credit and cite any outside resources used in the column.
- Columns will be reviewed and selected as deemed appropriate for the greatest benefit for the Chamber Membership.

Column Submission

- Columns should be submitted online at dekalb.org/guest-columnist.
- The Chamber is not responsible for errors in information.
- The Chamber reserves the right not to use any submitted columns.
- Questions regarding the Guest Columnist should be sent to alexis.aviles@dekalb.org or contact the DeKalb Chamber office.