

Content

1. All content submitted to MD Scope should be of direct interest or benefit to physicians in Alberta, such as practice information, health updates, physician benefits, professional development, etc.
2. Typically, content should not include:
 - Third-party sales/product promotion
 - Third-party promotional offers
 - Private/for-profit conferences or seminars
 - Job ads
 - Want ads

All of the above may be submitted for possible inclusion in the paid MD Scope Classified Ads (see below for more information).

3. MD Scope staff reserve the right to reject submissions that do not promote good health or that promote products/services currently offered by companies associated with the AMA.

Formatting

1. Articles for MD Scope should be 200 words in length or less.
2. Articles should include a **teaser**: a brief introductory statement that will appear on the main landing page of the MD Scope. If a teaser is not provided, one will be created by MD Scope staff.
3. Articles should be written using the inverted pyramid structure.
4. The AMA employs a standardized writing style guide for all publications. Highlights include: American spellings (with some exceptions); use of title/honorific with repeat of subject name (i.e., "... says Dr. Susan Jones of the Hicks Clinic. In her paper, Dr. Jones..."). Submissions will be edited to conform to this style guide unless otherwise indicated.

5. Graphics are welcome. Please provide an .eps if available; .jpegs should be at least 300 x 300 to allow for cropping. A thumbnail (100-200 pixels wide) will be used on the main MD Scope landing page (a larger version will be used with the main story where possible).
6. Please observe web writing conventions:
 - a. Be brief, but engaging. Lose unnecessary words and adopt plain language where possible.
 - b. Use action words and make it clear how this information will directly benefit the reader.
 - c. Organize content with subheads, bulleted lists and boldface type to help web readers scan for the information they want quickly.

Please send submissions and enquiries to:

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