

# EDITORIAL *submissions*

Want to see your business featured in the Worcester Business Journal or online at [WBJournal.com](http://WBJournal.com)? Here's how:

## Are you local?

The Worcester Business Journal covers Central Massachusetts, which we define as the communities surrounding Worcester east to Natick, south to the Connecticut border, north to the New Hampshire border and west to West Brookfield ([click here for a map](#)). We are devoted to providing relevant business news to executives within this region. For this reason, we cannot include news from firms who do not have operations in our coverage area. If you have questions about whether we can cover your company, e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com).

## Got a story idea?

The Worcester Business Journal in general does not do profiles of businesses within our editorial pages without a strong news hook. That means if you want us to write about your business, you need a compelling reason why your story would be of interest to our readers (executives throughout Central Massachusetts). Here are some examples of compelling news stories:

- Your business is undertaking a significant expansion.
- Your business is part of a larger economic trend.

The important thing to remember is that our readers are from a cross-section of the Central Massachusetts economy. Every story that we run in our publication must be of interest to those readers.

If you meet the criteria above, please e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com) with your story pitch or call the editor, Christina H. Davis, directly at 508-755-8004, ext. 256.

## Got an opinion?

The Worcester Business Journal is always looking for opinion pieces and letters to the editor from members of the local business community. Here are some examples of ways to get your name on our opinion pages:

- You have an opinion about a state or federal law/regulation that is impacting your business.
- You have an opinion about a local town or city issue that is impacting your business.
- You have an opinion after reading one of our articles.

You can submit letters or op-eds for publication by e-mailing [editorial@wbjournal.com](mailto:editorial@wbjournal.com). Letters should be no more than 400 words. Op-eds should be no more than 600 words. The WBJ reserves the right to edit letters and op-eds for length, clarity, style and libelous or offensive material.

## Has your company done some good in the local community?

Great! We love to share this news with our readers through our Photo Finish page. If your employees have volunteered at a local nonprofit, or if your company contributed funding to a worthwhile cause, snap a photo and e-mail it to us. All photos must be submitted electronically to [editorial@wbjournal.com](mailto:editorial@wbjournal.com) and must have a resolution of at least 300 dpi. Accepted formats are JPEG, GIF or TIF. Hard copy images will not be used and will not be returned to the sender.

## Got a new job?

We run personnel announcements (new hires and promotions) in our print publication, in our weekly e-mail newsletter People on the Move and at [www.WBJournal.com](http://www.WBJournal.com). Items run in the e-mail newsletter and on our website several weeks prior to appearing in print. Personnel announcements should include the following information:

- Name, title and office location
- A brief description of job responsibilities
- Previous work history
- Residence

## Got a business event?

To have your event listed in the paper and at [www.WBJournal.com](http://www.WBJournal.com), please go to [www.WBJournal.com](http://www.WBJournal.com) and click on the "Submit a Calendar Item" link on the left hand side under the heading WBJ Features. All calendar items must be held within Central Massachusetts and must be business-related. Events that meet these qualifications will appear online within three business days.

## Do you belong on a list?

The Worcester Business Journal publishes lists in every print edition and compiles all of our lists in the Book of Lists each July. We run lists based on various industry categories (banks, manufacturers, etc.). You can check out our lists at [www.WBJournal.com/lists.php](http://www.WBJournal.com/lists.php) to see if we have a list for your industry. If you belong on one of our lists, you can click "Add Data" and fill out a simple form to be considered.

## Do you deserve recognition?

We run a variety of award programs throughout the year, including 40 Under Forty, Women in Business, and Family Business. Visit [www.WBJournal.com/nomination\\_list.php](http://www.WBJournal.com/nomination_list.php) for more information.

## Got social media?

You can keep tabs on the Worcester Business Journal by following us on Facebook and Twitter. Here are the links:

- [www.twitter.com/wbjournal](http://www.twitter.com/wbjournal)
- [www.facebook.com/wbjournal](http://www.facebook.com/wbjournal)

## Got a question?

We want to hear from you. Call WBJ Editor Rick Saia at 508-755-8004, ext. 256.

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