SUBMISSIONS GUIDELINES
Writing for Study in the USA

Writing tips

Be descriptive and go for the highlights; this is an article, not an ad in article format. Remember that it should be educational and also enjoyable to read. Describe a special aspect of the program. Show why it's special and unique, don't just tell students. If providing a feature article, write about the main subject and reserve specifics about your program for the last few paragraphs. For instance:

- This article is a good example of one that is educational for the reader, and at the end of the article, there's more specific info about the school.
- While this one weaves in a story about a student, which is a great way to make it relatable to students who read it.

Other tips

- Include relevant quotes from students and faculty
- Include program outcomes, general requirements, and career opportunities (use real student examples)
- Avoid long lists (classes)
- Please provide high-resolution photos that support the article

And finally, some questions to consider...

- What about your curriculum makes your program competitive?
- Does your program have any interesting classes or projects? Describe them.
- What degrees are offered?
- Why is this program important or unique?

Length

- 1,200 words: Maximum word count for a web article.
- 600–1,000 words: This is a good range for a regular feature article. Consider adding at least a couple of subheads to break up the text and guide readers through sections of the article.
- 100–250 words: This is the approximate length for a paragraph about your school's program that is being added to a print article

Style

A few requests from our editorial team:
- Use serial commas (i.e. cat, dog, and mouse)
- Write out numbers below 10 (i.e. nine, eight, and seven)
- Place periods and commas inside quotation marks

General

Study in the USA reserves the right to edit all submissions.

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