

Dear Author:

ARMA International is launching a new, content-rich website for the magazine on **Sept. 1, 2009**.

This exciting new site will boast online versions of *Information Management* articles, industry resources, and an archives search function for finding past articles by title or subject. Most importantly, we will be offering **web-exclusive columns and features**, including a special section on "RIM Going Green" to promote the green initiatives under way by the records and information management profession. This new forum will allow ARMA International to be more responsive to emerging trends and hot topics than is possible with the bi-monthly print magazine. It will also provide you further opportunities to gain exposure as a content expert and author.

Call for Submissions:

I am currently soliciting pro bono features or columns on the following topics for online publication only:

- The Business of Information Management
- Core RIM Functions
- Technology You Should Know
- Governance, Risk Management, Compliance (GRC) Guidance
- Your Professional Development
- RIM Going Green

Specifications:

- Columns are opinion pieces that focus on one specific aspect of one topic from the list above
- Columns provide insight and present a convincing argument
- Columns can be written in multiple parts up to three (Parts 1, 2, and 3)
- The parts of the column will run consecutively
- Columns need to be approximately 650 words
- Features are intended to pass along facts and information to the RIM industry in an engaging style
- Features need to be between 1,000-1,200 words
- Columns and features need to include byline and bio information
- All copy submitted needs to be product-neutral

As an Online-Only Author:

1. Your article will be featured online more quickly than is possible for the print magazine.
2. Your article will have enhanced visibility, not only by RIM professionals and stakeholders, but also by non-professional visitors to the ARMA International website who are seeking solutions to specific business problems.
3. Your article will have enduring value as it will be archived and easily accessible for years to come.

If you are interested in contributing a feature or column for online publication, please contact me at amy.lanter@armaintl.org or 888.298.9202, and I will be happy to discuss the details.

Sincerely,
Amy Lanter
Managing Editor
Information Management