



Estate Planning Council of Naples, Inc.

DATE: November 11, 2014
TO: Members of the Estate Planning Council of Naples, Inc.
FROM: Robert L. Lancaster and Amy S. Owen, Co-Editors
RE: 30th Anniversary Edition: Estate Planning Special Section in the *Naples Daily News*:
Article Submissions and Advertising

This year we will celebrate the *30th Anniversary Edition* of the Estate Planning Council's Annual Supplement to the *Naples Daily News*! The publication date will be **Sunday, March 8, 2015**. We hope that you will help to make this special anniversary year a monumental success by submitting your articles and advertisements!

I. Article Topics:

Attached is a list of proposed article topics. If you are interested in authoring an article, you may select from this list or provide a topic of your choice. We welcome suggestions for new topics, particularly those focused on innovative and emerging estate planning tools and laws. You may not select a topic that you have written about in the prior two (2) Supplements. Remember that the audience of the Supplement is the *Naples Daily News* readers, scholarly subjects are not appropriate for this type of publication. Please include three (3) topics, in order of preference, on the "**Article Selection Form**" with the other requested information. Please submit the form by e-mail or fax as indicated at the bottom of the form. Please submit a form even if you have previously indicated an interest in authoring an article on a certain topic. Topics will be assigned on a first come, first served basis.

II. Authorship Criteria:

To author an article for publication in the Supplement, you must meet both of the following criteria:

- 1) You must be an active member of the Estate Planning Council; and
- 2) You or your firm must purchase ad space in the Supplement.

We may accept articles written by non-members only if the article is co-authored with a member of the Council. Remember that only individuals can be members of the Council; firms or organizations do not have "group" memberships. Please note it is your responsibility to ensure that you are an active member prior to submitting your article or advertisement. If you have a question concerning your membership status, please contact the Council Secretary.

Articles cannot exceed 600 words (excluding the title and your biography). We strictly adhere to the word limitation. Articles that exceed this limit will be returned to the author as unsubmitted for further revision. Please do not submit "canned" articles written by a third party on behalf of you or your firm. Additionally, because of space limitations, we cannot print any tables or graphics with your article.

III. Submission and Publication of Articles:

We endeavor to publish every article submitted. For three years running, every article has been published! However, the amount of article space is directly related to the amount of advertising space purchased. **Priority for the publication of articles will go to complete and proper submissions, in the order received.** You are encouraged to submit your article early and in the proper format to increase your chances of publication.

Articles must be submitted by Friday, January 9, 2015. If you are attending the Heckerling Institute, please note that your article will be due before the Institute. **Submissions must be delivered to Rob Lancaster at Cummings & Lockwood, 3001 Tamiami Trail North, Suite 400, Naples, FL 34103.** Submitted articles must be both in hard copy and on a CD or flash drive (in Microsoft Word or WordPerfect formats), together with your photo (which may be submitted electronically on the CD or flash drive). *Please note that we do not accept submissions via e-mail.*

It is unnecessary to include a biography. The Supplement incorporates a standard biography format, which includes the following information: (i) your name, (ii) the name of your firm or institution, (iii) your membership affiliation with the Council (i.e., attorney, accountant, trust officer or financial planner), and (iv) any position you currently hold within the Council, if applicable. Attorneys active in legal practice will be identified by the "Esquire" designation and Board Certified attorneys will be identified as such. Accountants or financial planners will be identified either as "Certified Public Accountants" or "Certified Financial Planners." Individuals who hold one or more certifications will be identified by the certification that applies to his or her membership affiliation in the Council.

IV. Advertising:

If you do not wish to write an article, members are still invited and encouraged to purchase ad space in the Supplement. As mentioned above, advertising is critical to the success of the Supplement. If you have not been contacted in this regard, please contact our advertising assistant, Patty Luppy at (239) 405-6753 or at pluppy@finemarkbank.com. All advertisers will be billed directly. All members will pay for their Supplement ads at the Estate Planning Council's contracted rate. You will not be billed at any separate contract rate that you may have with the *Naples Daily News*. Patty will advise you of the Council's contracted rates. Patty can provide information regarding ad specifications upon your request. **Advertisements must be submitted to Patty by Friday, January 23, 2015.** Please submit ads in Adobe PDF format to Patty via e-mail as directed on your advertising confirmation invoice.

If you have questions, please do not hesitate to contact us. Rob can be reached at (239) 649-3178 or at rlancaster@cl-law.com. Amy can be reached at (239) 254-4222 or amy.owen@pnc.com.

On behalf of the Council, we offer our sincere thanks for your participation and support. We look forward to publishing a momentous 30th Anniversary Edition filled with outstanding articles and greatly appreciated advertisements by our sponsors!

Our best regards,
Rob & Amy