



The Home Performance Magazine

BLOG SUBMISSION GUIDELINES

Home Energy welcomes guest blog posts on its website. Blogs are updated regularly and we appreciate fresh, relevant content submitted from our audience and professionals trying to reach our audience.

OUR AUDIENCE

Home Energy covers a well-defined niche: residential energy conservation. Its small yet influential audience includes more than 4,000 home performance contractors, energy auditors, program managers, weatherization crewmembers, energy officials, general contractors, and manufacturers of energy-efficient products. They are the planners and implementers of utility, government, and commercial projects to make homes more efficient.

We do not accept blog posts directed at homeowners or consumers.

QUICK TIPS FOR BLOGGING

1. A good length for a blog post is anywhere from 500 to 800 words.
2. Try to write about current topics.
3. Include links where readers can get more information.
4. Have fun!

OUR TONE & STYLE

Home Energy's tone is conversational. A few items to keep in mind while writing are:

1. Organization of information is important. Use headings to break up your blog where appropriate.
2. Use active voice.
3. Use short, simple sentences, and avoid unnecessary adjectives and adverbs.
 - a. Example: The slowly leaking warm or cold air that escapes from many ducts can cause large loss of efficiency.
Translation: Leaky ducts waste energy.
4. When using industry jargon, explain its meaning.

Our style generally conforms to the Chicago Manual or the Associated Press Stylebook.

INCLUDING IMAGES

Because our blogs are featured prominently on our website's homepage, we ask that you please submit at least one image with your blog post. Images must be in .jpg, .jpeg, .png, .gif formats. Ideal image size for blog viewing is 240 x 240 pixels.

AUTHOR BYLINES

All of our blogs need to have a byline from an actual person, meaning that we do not distribute press releases or product endorsements written by a company or organization. Along with the name of the author, we also need a short one-line biography of the person to include at the end of the blog post.

HOW TO SUBMIT A BLOG

1. Go to the blog tab on www.homeenergy.org and hit "Submit Blog" on the drop-down menu. Or, go directly to www.homeenergy.org/list/blogpost.
2. If you're an online subscriber, log in so we know who you are.
3. If you're not an online subscriber, click "post a new guest blog."
4. Type your content in the provided spaces, add a photo, and click "post blog" at the bottom.

Once you've done the above, your blog will be edited and checked for accuracy. If the content is approved, it will appear on our homepage within a few days. If it isn't approved, you may be asked to make changes to your blog post before it is accepted for publication. All of our blogs are read, edited, and approved by our Associate Editor, who maintains the right to edit the content to fit our style guidelines.