

Members have the opportunity to provide editorial content for consideration in The Gem – and you and your business will be recognized for supplying the information on topics that will be of interest to Gem readers while positioning you as the 'expert'!

Editorial Guidelines

If you are interested in being considered as a "Market Expert" for one of our monthly Gem stories, please contact your sales rep or use the information below. The Gem editorial team selects members each month to participate in a story written by our editorial team with information from market experts.

You may also submit a story for consideration to be used in the La Quinta Gem. Stories should be submitted at the link below. It is recommended to write your story as informational and not a sales pitch. It is recommended to follow the monthly themes with your story which are posted on thegemlq.com. The Gem editorial team reserves the right to not publish any submitted article.

The Gem Editorial Staff reserves the right to edit for grammar and punctuation corrections, and for length if it is over 400 words.

All articles will also include a 2-line bio on the author or company. Members should include "for more information" items like website, phone number, address, etc. If no by line is included, your company will be attributed for writing the story.

New Member Spotlight

If you are a new member, don't forget to submit your New Member Spotlight editorial copy. New Member Spotlights should be around 200 words (including contact) and profile your business and top accomplishments.

Other guidelines include:

Be sure it is written in "third person" reference – as if someone else is writing about your company. This means no reference to "we", "our", "I", etc. Also include a 2 sentence contact at the end. Include things like website, phone number and email address.

Please submit your high-resolution (300 dpi) company logo or a photo of yourself or business in .jpg, .pdf or .png format. All photo and logo files should have your name or business included in the file name. For example: ABC Restaurant.jpg, June Smith Desert Design.pdf, or The_Office_of_Bob_Jones.png



Deadlines

To have an article considered for a particular issue, it must be received by the 10th of the month prior to that issue – for example, if you would like your article to run in the December issue of The Gem, it should be received by The Gem Team by November 10th. If your article can be considered for any issue, please indicate that when you submit it and it will be reviewed for the next available issue within the next 2-3 months.

Submit your story request at gcvcc.org/submit-your-gem-story

All articles and New Member Spotlights should be submitted through our website. For any questions or concerns please contact your sales rep or contact us using the information below.