

Content

1. Content submitted to MD Scope should be of direct interest/benefit to Alberta physicians, such as practice information, health updates, physician benefits, professional development, etc.
2. Content should **not** include:
 - third-party sales/product promotion/promotional offers
 - private/for-profit conferences or seminars
 - job/want ads

All of the above may be submitted for possible inclusion in the paid [MD Scope Classifieds](#).

3. MD Scope staff reserve the right to refuse articles or advertising that does not reflect the values or policies of the AMA or that promotes products/services also offered by companies associated with the association.

Formatting

1. Articles for MD Scope should be 200 words in length or less.
2. Articles longer than 100 words should include a brief teaser. If a teaser is not provided, one will be created by MD Scope staff. The teaser will link to a landing page of your full article.
3. Articles should be written using the inverted pyramid structure, i.e., the most important information (or conclusion) is stated first.
4. The AMA employs a standardized writing style (similar to [Canada Press](#)) for all publications. Submissions will be edited to conform to this style unless otherwise indicated.
5. Graphics are welcome and landscape orientation is preferred. Typically MD Scope graphics are 350 pixels wide and 232 pixels tall.
6. Please observe web writing conventions:
 - a. Be brief but engaging. Lose unnecessary words and adopt plain language where possible.
 - b. Use action words and make it clear how this information will directly benefit the reader.
 - c. Organize content with subheads, bulleted lists and boldface type to help readers scan for the information they want quickly.

Please send submissions and enquiries to:

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