

Submitting treatments for 'IN TOUCH' consideration

- **Press Release:** The release needs to include the name of the treatment and/or spa you would like featured, a complete description of the step-by-step process, and the names and manufacturers of the products used.
- **Art Requirements:** At least one image of the treatment in progress.
- **Send Email To:** hmikesell@americanspamag.com. If mailing information, please send to executive editor **Heather Mikesell**.

Submitting treatments for 'IN THE MIX' consideration

- **Press Release:** The release needs to include the name of the treatment and/or spa you would like featured, a complete description of the step-by-step process, and the names and manufacturers of the products used.
- **Art Requirements:** At least one image of the treatment in progress.
- **Product Press Release:** The release should include the name of the product and a description of its ingredients and intended use.
- **Send Email To:** naltavilla@americanspamag.com. If mailing information, please send to senior editor **Nicole Altavilla**.

Submitting for 'SPA RADAR' consideration

- **Press Release:** Radar highlights spa news, openings, packages, promotions, and more. Please send complete details in the release.
- **Art Requirements:** We'd prefer at least one image to accompany the press release.
- **Send Email To:** hmikesell@americanspamag.com. If mailing information, please send to executive editor **Heather Mikesell**.

Submitting releases for 'INDUSTRY NEWS' consideration

- **Press Release:** The release needs to include detailed information of an event, good deed, promotion, and/or award that you'd like to share with industry colleagues.
- **Art Requirements:** We'd prefer at least one image to accompany the press release.

- **Send Email To:** news@americanspamag.com. If mailing information, please send to senior editor **Nicole Altavilla**.

Submitting products for 'SPOTLIGHT' consideration

- **Press Release:** The release needs to include the name of the product and a description of its ingredients and intended use.
- **Art Requirements:** We prefer that product images have clearly worded labels to provide our readers with as much information as possible. Please note that the better quality your image is, the better exposure it is for your company.
- **Send Email To:** spotlight@americanspamag.com. If mailing information, please send to senior editor **Nicole Altavilla**.

Submitting products for 'MEDICAL SPA REPORT' consideration

- **Press Release:** The release needs to include detailed information about news, products, or equipment specific to the medical spa industry.
- **Art Requirements:** We prefer that product or equipment images are clearly labeled.
- **Send Email To:** jkeller@americanspamag.com. If mailing information, please send to editor-in-chief **Julie Keller Callaghan**.

ART REQUIREMENTS FOR ALL SUBMISSIONS

Digital images are preferred. All images **MUST** be high resolution. Digital images must be in either a JPEG or TIFF format and measure approximately 5 inches all around at 300 dpi. Image CDs are accepted and should be sent to the attention of the appropriate editor at *American Spa*, 757 Third Avenue, 5th Floor, New York, NY, 10017. Each section has its own editor and email address—please see above for information.

SUBMITTING PITCHES AND IDEAS FOR STORY CONSIDERATION

Please email an outline of your pitch to editor-in-chief **Julie Keller Callaghan** at jkeller@americanspamag.com.

American Spa Editorial Department

Editor-in-Chief/Publisher: **Julie Keller Callaghan**

jkeller@americanspamag.com

tel: (212) 895-8441

Executive Editor: **Heather Mikesell**

hmikesell@americanspamag.com

tel: (212) 895-8442

Senior Editor: **Nicole Altavilla**

naltavilla@americanspamag.com

tel: (212) 895-8246