



Video Submission Guidelines

The Proposal

Prior to sending a completed video, you must submit a written abstract or outline for the proposed footage. This allows the editors to review the planned content and work with you to ensure you are adequately addressing the topic and you are not including information covered in other videos on IFMA's social media sites or *FMJ Online*.

Videos for *FMJ Online*

When submitting videos for *FMJ Online*, please check the [editorial calendar](#) and keep the theme of each issue in mind. *FMJ Online* videos for consideration must be submitted three months prior to each issue in order to ensure adequate time for final reviews.

Videos for IFMA's Social Media Sites

Videos for consideration in IFMA's social media sites must be submitted on the first of every month.

File Format

The following formats are accepted:

- Windows Media Video(.avi)
- .3GP (cell phones)
- .AVI (windows)
- .MOV (mac)
- .MP4 (ipod/psp)
- .MPEG
- .FLV (adobe flash)
- .SWF (shockwave flash)
- .MKV (h.264)

All videos for FMJ Online must be submitted in flash format (.FLV).

Length of Footage

Videos should not be longer than six minutes. Submissions that are longer will not be considered. In addition, final footage must be one gigabyte (GB) or less.

Content and Sources

Your videos may:

- Not be advertorial in nature;
- Explain how to accomplish something, such as writing a request-for-proposal or conducting a facility audit;
- Highlight/tour a facility;
- Contain a comparison, case study and/or analysis;
- Apply operational statistics such as cost or energy management;
- Define an application and explain best-and worst-case scenarios; and/or
- Include general topics beneficial to the facility management community.

Videos that emphasize a specific company or product will not be considered. All product demos/advertorials should be sent directly to the [corporate connections department](#).



Sending a Video

Videos should be sent via CD-ROM, DVD (burned in acceptable format) or USB flash drive and mailed to the address below. Please keep in mind that media will not be returned.

Posting of a Video/Editing

Although only final versions of a video will be accepted, IFMA staff reserves the right to edit (in whole or part) any videos received or solicited for posting purposes. This includes the discretion to add or remove content from any footage. Every effort is made to work with the owner of the video.

A Final Note

These guidelines are intended to address only the most basic aspects of submitting a video for inclusion in IFMA's social media sites and/or the *FMJ* Online. Please send any ideas you have, outlines or abstracts to:

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