

Writing for Plant Services

The process will be easier if you follow these guidelines

We will consider well-written contributed editorial material that adheres to these guidelines. The preferred authors are end users, independent consultants, research academicians and industry trade groups (NEMA, ASHRAE, NFPA, Hydraulic Institute, etc.).

Content issues

The content in *Plant Services* is driven by the editorial calendar. Contact the editor about suitable topics, formats and deadlines. The editorial process generally works several months ahead of publication date. Be prepared to submit an abstract of about 50 to 75 words to explain the proposed content of the article.

Plant Services doesn't use case histories as feature articles.

Remember, our acceptance of an article for review purposes doesn't constitute a commitment to publish it. If you are an advertiser's agent, be sure that your client understands this simple truth.

The length of a typical *Plant Services* feature article is between 1,500 and 1,800 words. This corresponds to about 2.5 pages in the magazine, including graphics and images.

About 59 percent of *Plant Services'* 103,000 readers are in maintenance and supervisory positions. Another 32 percent are in engineering. They work in SIC codes 20 through 39.

Article categories

The categories of articles we publish include the following:

- Carefully researched in-depth feature articles dealing with subjects, events or developments of importance to the readers and industry.
- Direct instruction using articles informing readers how to do their jobs better, more efficiently, more productively, and so forth.
- Timely coverage of an event or issue of importance to the readers and industry.

Articles submitted to *Plant Services* for publication are to be exclusive to *Plant Services*. Your audience will be more responsive to your message if they haven't seen it previously in other publications.

Articles should have currency. That is, they must be timely and written, or at least updated, within the last six months. We don't publish text of speeches, but we consider them for background to other editorial material.

Mechanical issues

Here are some tips you should consider using:

- Break up the text with subheads. An example of a subhead is the phrase, "Mechanical issues," a few lines above this sentence.
- The target sentence length is between 10 and 25 words. Use plain English prose and define each acronym.
- Avoid the passive voice. The sentence structure for passive voice is object-predicate-subject, as in "The device was built by the team."
- Use the active voice. The sentence structure for active voice is subject-predicate-object, as in "The team built the device."
- *Plant Services* cannot endorse specific goods or services. Don't cite brand names, vendor identities and other such identifying words that could be construed as commercial. If you include them, we will edit them out.
- Provide a headline of five to eight words for the article. Use action words that sparkle. Then, provide a somewhat longer complete sentence to use as a sub-headline, also called the deck.
- Provide a byline that includes a name, title, company, address, city and state. Also include a phone number, fax number and e-mail address.

Reader service leads

Plant Services doesn't use reader service numbers. So that readers can find more information about the content of the article, we include author contact information, such as phone number or e-mail address, at the end of every article. If for some reason you don't wish to have readers contact you or your company, either tell the editor with whom you are working or indicate that fact clearly in your submittal.

Editor's rights and responsibilities

The editors of Plant Services have stewardship over the content and appearance of the magazine so as to elicit maximum reader response. The editors retain the right, without concurrence from the author, to edit the article, headline, deck and artwork to meet space constraints and to make it conform to these guidelines.

We retain copyright ownership of the any material published in Plant Services. Although we copyright the article as published in the magazine or digitally, the author is free to use the same information, words and images for other purposes. Other magazines and vendors are not permitted to reproduce the published contents in whole or in part in any format without our written consent.

Format for submittals

This is the electronic age. Send an e-mail message and attach the text file and individual files for each graphic. Our e-mail server won't accept zipped files. An alternative is to include a diskette with the article, saved in the default format of your word processor.

Art and graphics

Every good article includes two or three forms of artwork or graphics. Magazines are a visual color medium, and we want you to capitalize on that fact.

We accept art for scanning (photos, slides and transparencies) as well as electronic graphic files (JPG, EPS, TIF). Images should be high resolution (minimum 266 dpi). We accept the following media: CD, jaz, and floppy disk. Graphic files can be submitted via e-mail, but to ensure we are aware of the submittal, please communicate with your editorial contact before sending. Don't embed the graphics in the text file because the art and text go in different directions when they arrive. The graphics packages we use are the latest versions of the following:

- Adobe Illustrator
- Adobe Photoshop
- Express

When submitting screen captures, send the original, full-sized screen capture. Don't reduce the image or adjust the resolution.

The best images are action shots of people performing a task. The people pictured in a plant setting must be wearing appropriate clothing and safety gear. Don't submit product shots for inclusion in the article. The image is not to be dominated by a vendor's nameplate or logo. Show the device in action, show the person engaged in a task or procedure, show a close-up detail of a special tool and so forth. Include appropriate non-commercial generic captions with each piece of artwork.

We will return your artwork and/or media if you clearly indicate that you need it back and provide a return address.

Final comment

Standard operating procedure is to schedule an article far enough in advance to eliminate any last-minute stress for both of us. We want the experience of writing for Plant Services to be pleasant for all concerned. If you have any questions about writing for us, please contact us. When you do, reference the month of issue, the business affiliation of the author and anything else that helps us find the file. We are working with many authors simultaneously.

Plant Services

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