

Plant Services

Editorial Guidelines

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. Preferred authors include industrial plant maintenance or reliability managers, engineers or technicians; independent consultants; research analysts; academics; and representatives of industry trade groups (NEMA, ASHRAE, NFPA, Hydraulic Institute, etc.). Employees of vendors/suppliers also may submit contributed articles, but the articles may not include any mention of any of the vendors' products or services. We also do not accept vendor-written articles on how to select products or services.

Content issues

Contact the editor about suitable topics and formats. Be prepared to submit an abstract of about 50 to 75 words to explain the proposed content of the article. All articles are published first to HUwww.plantservices.comUH. The print publication is a monthly showcase of content that already has been published on the website.

Remember, our acceptance of an article for review purposes doesn't constitute a commitment to publish it. The length of a typical Plant Services feature article is between 1,500 and 3,000 words, but there is no maximum word count for an article, as any length can be published to the website and then shortened to fit if it's selected for the print publication.

About 69% of Plant Services' 80,000 readers are in maintenance and supervisory positions, while an additional 29% are in engineering.

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, or more productively.

Articles submitted to Plant Services for publication are to be exclusive to Plant Services. The articles cannot appear in print or online anywhere else. Your audience will be more responsive to your message if they haven't seen it previously in other publications. Articles should be current.

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.
- 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."

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 email address of the author.

Editor's rights and responsibilities

The editors of Plant Services have stewardship over the content and appearance of the website and magazine. The editors retain the right, without concurrence from the author, to edit the article, headline, deck and artwork to meet editorial requirements.

Plant Services also retains copyright ownership of the any material that is published in Plant Services or on HUwww.plantservices.comUH. 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

Send stories as Word documents and include any artwork, whether photos or charts, as separate individual files. Large files also may be uploaded to our ftp client.

Art and graphics

Every good article includes two or three forms of artwork or graphics. In print, artwork helps to draw readers into an article. We accept art for scanning (photos, slides and transparencies) as well as electronic graphic files (JPG, EPS, TIF). Images should be high resolution (at least 300 dpi at minimum 3x3 inches). Graphic files can be submitted via email, 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.

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 descriptions with each piece of artwork so the editors can create captions from them. We will return your artwork and/or media if you clearly indicate that you need it back and provide a return address.

Plant Services

Mike Bacidore

Editor in Chief

555 W. Pierce Rd.

Itasca, IL 60143

630-467-1301 x 444

fax 630-467-1120

mbacidore@putman.net