

## **Guidelines for Articles Contributed to *POWER* magazine**

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I'm often asked, "What must I do to get an article published in *POWER* magazine?" The answer is always the same: We are always interested in current, well-written, noncommercial articles of interest to our audience. Such articles may not be for the next issue, but good material is always in demand and will eventually find a way into publication.

There are a number of characteristics of that "good" article we are always searching for. The purpose of these guidelines is to give you some direction in proposing an article to the editors of *POWER* magazine and to let you know what we are expecting when you are told, "That sounds like a great idea."

### **Article Ideas**

We always solicit and appreciate articles written by members of the industrial community; users, owners, and operators of power plants; utility and independent power producer management; power plant-related equipment manufacturers; and user organizations. If you read our magazine, chances are you are included in that group.

So you have a great idea for a story. Fantastic. Now tell us:

- How is this article meeting the needs of our audience? Is it application oriented? What problem does it solve in the plant? Is the idea unique?
- Can you ensure that you won't write an advertorial?
- Can you talk about the unique aspects of the technology sufficiently so the reader can understand the applications?
- Is it of current interest to the industry?
- Is the article only going to *POWER* magazine? If no, we need to talk. We are only interested in exclusives.
- Do you have definitive case studies with reportable, quantifiable results? Successful case studies should say, "the plant saved 2% in heat rate" or "lowered production cost 5 mil/kWh."
- Do you have good high-resolution digital photos to illustrate important points in your article? These are absolutely vital. Charts and graphs and tables are also helpful.
- Do you have some good quotes from the users?

Please don't be discouraged if we can't use your article. We have an editorial calendar set around August of the prior year. Once this calendar is published, about 65% of the subject matter is more or less fixed. The remainder of the space is allocated to timely reporting on emerging issues.

### **Article Development**

Now you've sold us on your idea and want to start preparing the article. Some thoughts to keep in mind:

- If you prepare the complete article with figures/photos and give it to us, then we will definitely give you the byline for the story: your name, position, and company. If you have a great idea but don't want to write it (or are afraid of writing it), don't let that stop you. The editors will put it together and make you sound great. The downside: There won't be a byline for you and your company, but there could be an acknowledgment at

the end of the article crediting your participation. The choice is yours, but we will need to agree early in the article development stage which way you want to go.

- We'll also agree on the delivery dates. If we like the article but don't have a specific magazine issue in mind, we'll tell you and work out a schedule all can live with. However, if we have a specific issue in mind, the production dates are rigid and unyielding. These dates must be met or the article will just get pulled, with no assurance that it will appear in a later issue. Printing dates are scheduled far in advance and wait for no author or editor.
- When the article is submitted, we will do some editing to make sure the article style is consistent with the overall magazine style (i.e., abbreviations, capitalization, tense, etc.). But rest assured you will get a final look at the edited article before we go to press. (Turn time will be short, however, so be prepared for no more than a 48-hour turn around.)
- Article length is always a question that comes up, and it's a difficult one to answer. If we call your article a *Special Report*, then it can be anywhere from 3,000 to 6,000 words and include 5 to 10 pictures. A *Feature Article* is typically a little shorter, from 1,500 to 3,000 words and three to seven pictures and/or charts, but it's hard to generalize. The best guide is to take a look at back issues of the magazine. The past three years' issues are available online.
- The best guidance we can give you is to tell your story as succinctly as possible and illustrate it as you think necessary to completely communicate your ideas. Tell your story to an audience that doesn't know anything about your subject material but does have some power plant background.
- Our graphic designer can prepare just about any artwork you may require, including very detailed maps. In general, if you can imagine it, we can put it on paper, but we do require at least a clear, handwritten diagram to work from. Excel files (including data) are preferred for charts, graphs, and tables.
- The importance of photos can't be overemphasized. We really need high-resolution digital files (preferably in jpg or tiff format). The best photos are ones that have people in them turning dials or twisting wrenches. A photo of a widget sitting on the factory floor is much less interesting than one of the same widget being installed at the job site or sitting in pieces during an overhaul. You get the idea.
- We sometimes don't know the final number of editorial pages available each issue until the very end of the production cycle when all the ads and articles come together. If we end up over our budgeted space, sections of articles or photos must be surgically removed at the last minute. We normally don't go back to the author to discuss this, because there is simply no time. This doesn't happen often to *Special Reports* or *Feature Articles*, as the editors plan for areas that could be cut in other departments.
- Finally, if you are using photographs or figures from a source outside your company, we will need to have written permission from the owner to use it in print as well as in electronic media. Send us an e-mail confirming that the copyright owner understands the photo is being used in your article in the xxx issue and that we have permission to use it in print and electronically.

### **Magazine Cover**

I am often asked, "How do I get a picture of my plant on the cover?" If you follow the magazine you should have noticed that the cover is typically a full-page photo that best illustrates one of the leading articles of that issue. At that point, the best photo usually wins. It absolutely must be high-resolution digital image with a vertical (not horizontal) orientation. Of course, crass commercialism in the picture (such as a large sign on the side of the widget with your name) should be avoided. We give credit to the supplier of the photo with a caption in the table of contents.

## **Article Format**

Some article developers want to put their article into the format we use at the magazine. Because each paragraph and character gets “style-tagged” to interface with our production software, keep formatting to a minimum (because all your styles will be stripped out anyhow). A Word document with no special formatting (other than bold for title and subheads and appropriate subscripts and superscripts) is best.

The best approach is to ensure that your story has the following:

- A **title** that is clear, concise, and specific. Note that titles, like all else, are subject to editing.
- A **byline** including the name(s) of the author(s) and their affiliations
- A **deck**, which is that short preview in larger type under the title. It should convince the reader to read the entire story and provide an answer to “so what?”
- **Subheads** that break up the body copy and help organize the material.
- A **bio line** that provides the authors’ names, email addresses, titles, and affiliations.
- **Suggested captions** for the artwork that you provide. (Please do not embed artwork in the Word file. Send individual files for art.)

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