

Plant Services

Editorial Guidelines

Contents

Frequently Asked Questions (FAQs).....	page 2-3
Editor's Rights and Responsibilities	page 4
Mechanical Issues	page 4
What is Web-First Publishing?	page 5
Digital vs. Print Publishing	page 5
Editorial Guidelines for Article Submittals (including Taboo Topics).....	page 6
Editorial Guidelines for Case Histories	page 6
Editorial Guidelines for White Papers	page 7

Content comes in many forms, whether it's a feature article, blog post, or white paper, or a multimedia form such as video, audio, or photo. Plant Services publishes all of these types of media on its website, www.plantservices.com, and some are published in the monthly print magazine that's requested by 80,000 qualified subscribers.

These content guidelines are designed to help you understand what is needed to prepare a contribution, as well as what is not allowed, so your contribution is something that you will be proud of and that Plant Services' readers will find highly valuable.

Basic guidelines:

- Plant Services' targeted reader is the manager of an industrial manufacturing/assembly or utility plant.
- Our four key areas of coverage are maintenance, reliability, engineering, and production.
- The best content makes the business case for technologies, tools, and strategies that help to make a facility more profitable.
- *To qualify for publication, a piece must first be exclusive, meaning it cannot appear elsewhere in print or online.* (White papers in PDF format are an exception to this exclusivity rule.)

If you have a content idea, or a question that is not included in these guidelines, please contact one of our editors:

Thomas Wilk, Editor in Chief, twilk@putman.net;
Anna Townshend, Managing Editor, atownshend@putman.net
Alexis Gajewski, Digital Editor, agajewski@putman.net

Frequently Asked Questions (FAQs)

What types of content does Plant Services accept?

Plant Services publishes contributed feature articles, case histories, technical white papers, product releases, blogs, videos, and podcasts. Technical content is always welcome, as are any articles that help readers to make a business case for strategies, technologies, or tools.

Who is our target reader?

Plant Services' target reader is the plant manager at a manufacturing, assembly, or utility plant. Other individuals, including manufacturing executives, maintenance and reliability managers, plant engineers, and technicians, also read our content.

How long should my article be?

The length of a typical Plant Services feature article is between 1,500 and 2,500 words, with case studies and best practices articles between 650 and 900 words. Bloggers may submit shorter entries (~300-400 words). There are no space limitations on our website, so we can publish an article in its edited entirety there. If an article is selected for inclusion in print, the editors will edit the piece to fit in the allocated space.

What is an appropriate topic for my submission?

Our four key areas of coverage are maintenance, reliability, engineering, and production. A story that fits into one of these four areas and that is written for at least one of our target readers should most likely be a good fit. When in doubt, please feel free to contact a member of our editorial staff for guidance on what is or isn't an appropriate topic.

Our most frequently covered topics are:

- Asset management software (CMMS/EAM)
- Automation/control systems and networks
- Big data and cloud-based analytics
- Compressed air systems
- Dust collection and indoor air quality
- Electrical systems
- Fluid handling
- HVAC
- Industrial safety
- Maintenance and reliability (including predictive maintenance, precision maintenance, and condition monitoring)
- Material handling
- Motors, drives and power transmission
- Operational excellence (i.e., Lean, Six Sigma, and process management)
- Process heating and cooling
- Sustainable manufacturing and energy management
- Training and career development
- 3D printing / additive manufacturing

Who holds the copyright on my article once it's published?

Plant Services holds the copyright of all content published on our website and in our print magazine. The author is free to repurpose their content in other materials, but we do require all content as a whole to be exclusive to Plant Services, meaning it cannot appear elsewhere in print or online.

Do you publish only content that is exclusive to Plant Services?

To qualify for publication, a piece must first be exclusive, meaning it cannot appear elsewhere in print or online. (White papers in PDF format are an exception to this exclusivity rule.) Videos may be hosted on your own channel or website, but must be able to be embedded on www.plantservices.com.

What is the deadline?

Unsolicited content: There are no deadlines for submissions, as Plant Services adheres to a Web-first publishing strategy, and new content is uploaded daily. Once content is submitted, it is vetted by Plant Services editors for appropriateness and then edited. This can take some time, so please be patient. Once the article is edited, it will be sent back to you for final approval.

When the article is ready to be published, we schedule it for publication on www.plantservices.com and promote it through our newsletters and social media. Being published on our website does not guarantee publication in print, but it is the first step toward that end.

Solicited Content. Solicited articles work differently, so if an editor of Plant Services made the initial contact with you to write a specific article on a specific topic, you should already have the information you need.

Which print issue will my article appear in?

Not all articles appear in the print publication. In fact, fewer than half of unsolicited contributed content finds its way into our monthly print publication. See Digital vs. Print Publishing below for an explanation of the exposure received by stories posted to our website.

How do I get my article into the print magazine?

The best advice here is to write an awesome article. Articles written by employees in industrial and utility plants stand the best chance of inclusion in the print magazine because our research finds that our readers look to their peers for valuable information. And there's nothing like the credibility of a real, live user.

Where should I send product releases?

Please send all product releases, along with a high-resolution photo (at least 300dpi at minimum 3 inches wide and minimum 3 inches tall) to plantservices@putman.net. There, one of our editors will post the product to our Product Resource Center, one of the top three destinations on www.plantservices.com.

Editor's rights and responsibilities

The editors of Plant Services have stewardship over the content and appearance of the website and print magazine, and approach the editorial process as a collaboration between editor and author / contributor. Once the initial development process is complete, and the author / contributor is satisfied with all proposed edits to their content and provided artwork, they (or their representative) must sign, date, and return a Plant Services Content Approval Form. For sourced contributions that are provided via email, the receipt of the email by an editor is considered the point of approval, with or without a signed approval form.

Once the author / contributor has returned their Content Approval Form, the editors retain the right, without review or approval from authors and contributors, to:

- Edit the content (i.e., text, headline, subhead, captions, artwork, etc.) to meet editorial requirements and comply with house style
- Trim the article text or artwork to meet space requirements in print
- Add supporting artwork in print to optimize graphic layout

Plant Services also retains copyright ownership of any material that is published in Plant Services or on www.plantservices.com. 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.

Mechanical issues

Here are some tips you should consider when developing an article for Plant Services:

- 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. 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 and email address of the author, as well as a high-resolution (300dpi) photo of the author.

What is Web-first publishing?

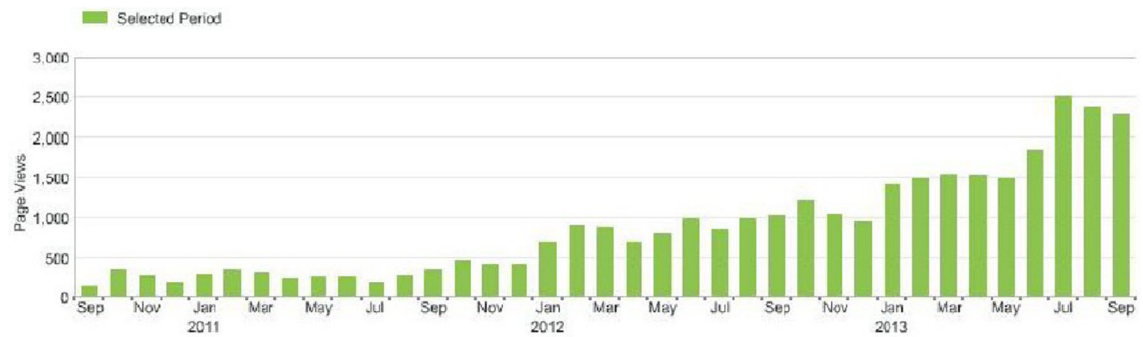
Plant Services adheres to a Web-first publishing strategy, and publishes all edited and approved content to www.plantservices.com. There, it is read by plant managers, manufacturing executives, maintenance and reliability managers, plant engineers, and technicians all over the world. Content remains on the site indefinitely, and some of our most popular website pages were posted several years ago.

Each month, the editors select several stories that already have appeared on the website for inclusion in the print magazine. Stories are selected for the print publication based on a variety of factors; for example, we receive many contributed feature articles and not nearly as many case histories, so the odds of a case history being included in the print magazine are much higher than those for a contributed feature story.

Digital vs. print publishing

Each month, the editors of Plant Services choose content to include in the print magazine that is mailed to its subscribers. Much of that content is selected from unsolicited pieces that already have appeared on the website. Case histories have a much higher likelihood of being in a print issue than contributed feature articles, but excellent articles tend to find their way into print at some point. Sometimes articles that appear online might be included in a print issue a year later. The important thing to remember is that the long tail of the Internet has a proven record of longstanding reach.

For example, when this article on 5S floor marking tape color standards (<http://www.plantservices.com/articles/2010/09FloorMarking>) was initially published in September 2010, it received only 129 clicks. Over the years, however, the article has continued to become more popular. In September 2013, the article received 2,291 clicks. In total, the article has received more than 33,000 page views.



Here are some other examples. Note that these articles are around 10 years old and remain popular on our website:

- [Boiler control](#): 65,000 page views.
- [AC induction motor slip](#): 56,000 page views
- [Quantifying steam quality](#): 34,000 page views

Editorial guidelines for article submittals

Send stories as Word documents and include any artwork, whether photos or charts, as separate individual files. Direct questions and submissions to Chief Editor Thomas Wilk (twilk@putman.net).

Every good article includes two or three forms of artwork or graphics. Photos and graphics are always encouraged. Please send all photo or graphic files separately and do not embed them in the Word document. Typically, we'd prefer to have at least two application photos or charts with the article. More than two is even better, but at least two is a good starting point. *Also, please be sure to include a high-resolution headshot photo of the author.*

We accept electronic graphic files (JPG, EPS, TIF). Images should be high resolution (at least 300dpi at minimum 3 inches tall and minimum 3 inches wide). Graphic files can be submitted via email, but to ensure we are aware of the submittal, please communicate with your editorial contact before sending. Do not embed images or photos in the Word file because the art and text go in different directions when they arrive.

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. Include appropriate non-commercial descriptions with each piece of artwork so the editors can create captions from them.

Taboo article types

If you're unsure about the appropriateness of a topic, please contact a Plant Services editor about suitable topics and formats. In general, the following guidelines apply:

- Writers of unsolicited feature articles cannot mention any of the products or services their companies offer by brand name.
- We do not accept articles on how to select a type of tool or technology that is written by the vendor of that particular type of tool or technology, and avoid how-to-select types of articles in general.
- We only accept case histories that include both the name of the user company and a metric that demonstrates the success of the case history.

Editorial guidelines for case histories

Any length is allowable, but shoot for a range from 600 words to 2,500 words; articles will be edited. The focus should be on problem-solving, technology, and the application rather than products. The company must be named, and the metric is required. Direct questions and submissions to Managing Editor Anna Townshend (atownshend@putman.net).

Be sure to include:

- User company name, location and background (size, number of employees, product lines)
- The situation/problem/issue that compelled the company to seek a solution
- Alternatives that were considered and why the solution was chosen over others
- Implementation steps & future plans
- Metrics (could be savings, ROI, improved reliability or reduced downtime or increased uptime, etc.) that prove the solution has been a success
- Some meaningful quotes from the customer (include name and job title)
- One or two high-resolution photos of the application/implementation.

Deliver the article as a Microsoft Word or similar text document. Provide a minimum of one photo of the application or implementation or a graphic (chart, table). Photos should be high-resolution at minimum of 3 inches x 3 inches at 300dpi, any format. Preferred formats for charts, graphs, and drawings are image or Excel files but can be delivered in any format, including data tables.

Editorial guidelines for white papers

Plant Services has an extensive white paper library, and it is one of the top three destinations on our website. All white papers are published to our digital white paper library and do not appear in any print issue. For more information about white papers, contact Editor in Chief Thomas Wilk (twilk@putman.net).

We include two types: technical white papers and product white papers.

- Technical white papers are just that (technical in nature with specific scientific, mathematical, or engineering explanations or concepts), and they do not mention any specific product by brand name at all in them. Technical white papers should be unbiased, non-commercial, and vendor-neutral. Content should be original and not of a libelous or defaming nature to any person or company. Content can't represent a sales pitch for a product, service, or company. White papers also cannot include advice or suggestions on how to select products or services the author offers. Technical white papers should not include mention of any specific vendor's brand by name.
- Product white papers address the operation of or technology behind a specific product, typically one that is relatively new, unique, or difficult to understand. Product white papers should also be unbiased. Product white papers address the operation of or technology behind a specific product, typically one that is relatively new, unique, or difficult to understand. All white papers are published to our digital white paper library and do not appear in any print issue.

Plant Services solicits non-commercial white papers from vendors, consultants, end users and academics involved in plant operations, maintenance, reliability, and engineering. Please remember that your colleagues are interested in your technical-based solutions to industrial problems. Identification of an author's affiliation in the title is acceptable. All white papers must be approved by the Plant Services editorial staff.