

# **Penton Design, Engineering and Sourcing (DES) Group Submission Guidelines**

The Penton Design, Engineering and Sourcing (DES) Group includes Electronic Design, Hydraulics and Pneumatics, Machine Design, Microwaves and RF. In general, each publication handles their own contributed content. Check the **Contact Us** page on the respective website for a list of editors and their email address.

## **Initial Submissions**

It is best to contact an editor prior to submitting an unsolicited article idea or article. In general, a title and one paragraph abstract for one or more topics emailed to an editor will be a good way to start along with an introduction if you have not worked with the editor before.

The editor will indicate what articles might be suitable along with suggestions on content, timing, size, etc. Keep in mind that all contributed articles will target the web and be posted on a DES website. Some publications have a print counterpart and contributed articles for print are normally chosen from ones posted on a DES website. We will contact the authors if this is the case with any necessary edits since normally print has stricter space requirements.

## **Submission Procedures**

Use the DES article template as the basis for a submission that has been accepted by an editor. The template provides guidelines on content and information layout. Please use the template as any submission not using it will have to be reformatted which adds time to the process thereby delaying when the article will be posted.

The editor may specify size and due dates but general guidelines are included in the DES article template file. Use these if none are provided by the editor. Articles target the web so size is rarely an issue.

Contacts and authors will be notified of any major edits that are required and the URL to the article will be sent after the article is posted. Minor edits can be made upon request.

## **Article Types**

DES submissions normally include the following article types:

- **Engineering Essentials** – these articles provide basic technical information on a topic. It can be an overview but it should not be . In general, the more technical details the better article will be.
- **Design Solutions** – this is a how to-style article that explains a process or methodology. It is often presenting a specific example but it is not a case study since it should highlight the methods so a reader can utilize the provided information in their designs.
- **Ideas for Design** – this is a short 400 to 800 word Design Solution that is used on some but not all DES sites. It normally includes one major figure. It can reference more detailed application notes or articles on a website.
- **What's the Difference**

- Point of View
- Q&A

With the exception of the Q&A articles, all article should be as generic as possible with minimal mention of a company or products. Products may be used as examples but any article should not simply be a coverage of its features or markets. Articles should not highlight company products or services.

Q&A articles can include details about a company and its products in response to questions. Keep in mind that we have technical readers so skip the marketing highlights and provide technical details that are important and unique. As with all contributed articles, concise and insightful content is better than verbose marketing taglines.

These types of articles are not usually accepted as contributed articles:

- Product write ups (see Q&A)
- Case studies (see Design Solutions)
- Company overviews (see Q&A)
- Non-technical articles

### **Article Requirements**

Submitted articles are expected to be used exclusively by DES. These articles may not have been posted or printed by another party including on websites owned by those submitting the article. DES websites only post unique content and retain the copyright for the articles submitted.

### **Article Reprints and Reposting**

Articles printed in DES publications are available as reprints. Contact the respective sales people for details.

Entire articles may not be reposted on other sites. Links to articles are permitted and encouraged in addition to using a synopsis of an article. This is often the first paragraph or two of an article.