Editorial Opportunities 2006

The editorial policy of Industrial Networking Magazine is to not accept vendor by-lined articles, but there are ample opportunities for suppliers to participate editorially. The following is a summary of some of these opportunities beyond our standard staff-written multiple-supplier and user/specifier interview process for feature articles.

Case Histories/Application Stories: Bylined by an industrial machine builder, process plant or discrete factory end user, or system integrator, this category of editorial is favorably viewed by our readership. We look for stories that place emphasis on the total project, more than any single component. If you have a story that—with a little help from one of our editors—takes the reader through the stages from statement of opportunity, review of alternatives, selection process, installation and start-up issues, to final benefits/lessons learned, we're interested. Call or e-mail Jim Montague to discuss how to get the process started.

Guest Column: The Terminator
While we don't accept vendor bylines for this column, if one of your customers might like to offer up his or her thoughts and ideas about the current and/or future state of industrial networking/automation in their industry sector, we'd like to discuss having them write this widely read column one month. It's not a place to "market" their company or your products, rather it's a forum for them to exchange ideas, best practices, or simply start a conversation about relevant networking and related automation issues.

In addition, if one of your company employees is an active member of a technical committee or working group for a standards organization or trade group and carries an appropriate title therein, we can discuss their participation, as well.

Product Reviews/Software Reviews are one-page summaries of relevant existing products or software. Their purpose is to provide readers with a brief description of the product and first-hand information on its benefits from actual end users, industrial networking system/component specifiers, and/or system integrators of the product. Reviews are written by our editor on the basis of short interviews with at least four users/specifiers of the product being reviewed. We recommend a pre-emptive phone conversation with Joe Feeley to ensure a thorough understanding of the process.

Once done, simply provide Joe with the name, company, and e-mail address and phone number of at least six specifiers and/or end users. It's important that you to advise the participants of their role in the article. This avoids our editors making generally unfruitful cold calls and e-mails. We can't publish a review unless we're able to interview at least four of the specifiers/end users.

Additionally, please include a standard press packet on the product to be reviewed and artwork showing an installed application (artwork format as described in the section below). We encourage you to include a short summary of the product written by the technical people in your company involved with the product wherein you highlight the three or four most important features a reader should know about the product.

A company web site address and phone number are included to provide the reader with a proper vehicle to obtain more detailed information.

Product Exclusives are one-half or one-page summaries of a supplier's new product or software that has not been announced to the industrial market. Exclusives focus on significant technological advances in a new or enhanced product. We seek more than a routine software revision or product upgrade.

We define an "exclusive" to mean the product or software will not be generally announced (no press announcements will be mailed or web-site postings made) before the 1st of the issue month where the article will appear. We also require that the specific product or software not be advertised in competitive magazines until the month after the issue month where the article will appear.

The exclusive is a compilation of product description, some specification details, and comments from the manufacturer's team responsible for the new product. We ask that you provide specific information about why the product was developed, what market segment it targets, and the expected benefits to the specifier/user. Our editors request the equivalent of a full press packet, including product artwork as described below. Additionally, an editor will speak with the relevant company

technical person or persons responsible for the development of the product. This could include product and/or marketing managers, president, or engineers. If available, the names and phone numbers of any beta site personnel willing to discuss the product should be included.

The company's web site address, e-mail contact, and phone number are included to provide the reader with a proper vehicle to obtain more detailed information.

Product Introductions includes capsule descriptions of products that span the complete range of industrial automation products. They are drawn from standard press releases received from suppliers. E-mailed press releases are required. For consideration, please include artwork only as described below.

E-mail press releases to industrialnetworking@putman.net, including the product and company name in the subject line. Company web site addresses, e-mail contacts and phone numbers will be included.

Artwork: It's vital to note we've moved entirely to an electronic image format for images for editorial content. When sending information via e-mail or on a disc, please make the graphic a .tif, .jpg, or .eps format with 300 dpi resolution. A 2x2 in. image is easy to e-mail and appropriate for Showcase items. A size of approximately 3x3 in. is needed for Reviews and Exclusives. If you have an ftp site for us to pull high-resolution images from, that's fine as well. Just reference the site in your press release or product information.

Sending images to us electronically also adds the benefit of moving product releases more quickly to the product introduction section on our web sites for additional exposure. Please contact Jim Montague for clarifications if you have questions regarding images.

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