

control design

Editorial submission guidelines

CONTROL DESIGN accepts submissions of products, news releases, case studies, articles and white papers that are relevant to controls engineers who build machines for implementation in continuous process, hybrid or discrete manufacturing, assembly, inspection or conveyance.

Case studies and articles. All case studies and articles must be original and **exclusive**, meaning they have never appeared anywhere else online or in print. Control Design will have first rights to publish and 90 days of exclusivity. All stories must be written by a person or persons and must include the name, job title, a high-resolution photo and contact email address of any person listed as the author. The byline/author's job title must NOT be in marketing or PR or communications. **If the byline is from a person at a vendor/supplier**, then our policy is to publish the final approved piece online only and not in print. However, we still require the exclusivity, and it may not be published elsewhere online or in print for 90 days thereafter. Vendor-written articles also may not include any mention of the vendor's own products or services by name.

Articles should always be technical in nature and address the interests of our engineer readers. We do not publish marketing fluff pieces. Articles should never compare new products/technologies with existing technologies, where the intent is to point out the shortcomings of the existing technology to put the new one in a better light. Mentions of "inferior" existing technologies will be deleted from articles.

Do not include references to research or statistics, unless that information is critical to the article. Numbers included to establish a market size or to impress the reader with their size are typically deleted in the

editing process, as they typically add nothing of value to the article. Research or statistics that make predictions also are typically removed. If numbers or statistics are relevant and critical to the article, please be sure to provide a link to the original source material for the research/statistics, so it can be verified and included.

If the byline is from a machine builder or system integrator or some other nonvendor, then it also will be eligible for inclusion in a later print issue. Inclusion of a submitted article or case study in a print issue is never guaranteed in advance. All submitted case studies must have a machine builder or system integrator byline. Please send case studies and articles as Word documents to Chief Editor Mike Bacidore at mbacidore@endeavorb2b.com or Managing Editor Anna Townshend at atownshend@endeavorb2b.com.

We encourage you to include **high-resolution photos or graphics** that you own copyright to, which can be published with the article or case study. We also require a high-resolution headshot photo of the author. Do not embed photos or graphics in the article. Attach them separately. Please indicate potential photo captions in the Word document.

There is **no deadline or word count** for submissions. Once we receive the submission, we vet it and edit it for publication. Then we send it back for final approval before it's published online. Once the piece is published online, if it is eligible for print publication, it goes in the queue with other articles for consideration in a future print issue.

Regarding the **capitalization of company or brand names**, if the name or part of the name is an acronym, please provide the full name that the acronym stands for. It is our editorial style to capitalize the letters of an acronym only. For all other company and brand names, only the first letter of the name is capitalized, just like all other proper nouns.

If you are wondering what constitutes **appropriate content**, the best place to look is our website (www.controldesign.com) and our editorial calendar. If you are interested in participating in any editorial-calendar topics, please let us know which ones, and we will be happy to add you to the list of potential contacts.

New product submissions. We accept all appropriate product submissions. Please submit your product release/description in a Word-document format, with a separately attached high-resolution product photo, to controldesign@endeavorb2b.com. Please do not submit PDF files and do not send links for information that must be downloaded or accessed on a website.

News releases. News releases should be sent to Chief Editor Mike Bacidore at mbacidore@endeavorb2b.com or Managing Editor Anna Townshend at atownshend@endeavorb2b.com. Please send news items with appropriate release for publication. We do not accept embargoed news. Photos are always welcome. Please do not submit PDF files and do not send links for information that must be downloaded or accessed on a website.

White papers. Please send all white papers as PDF files to Chief Editor Mike Bacidore at mbacidore@endeavorb2b.com. White papers require a person, not a company, listed as the author. Please include the name of the white paper, the name and job title of the author and a one-paragraph explanation/summary of what the white paper discusses.