

Editorial Guidelines

FOR CONTRIBUTORS



Articles should be submitted as Word documents. When submitting photos, graphics, and other artwork, please submit each piece as an individual file. **Please do not embed artwork in the Word document with the article.**



TIPS TO ENHANCE THE ARTICLE

- Write a strong opening paragraph that states the article's focus and tells why it's relevant to the reader.
- Write with a general industry audience in mind, and clearly explain what the reader needs to know.
- The end of the article should restate the importance of the information you presented.
- Pictures are worth a thousand words, so we encourage submitting quality hi-res images with the article.* Best-quality images are 300 ppi at 100% original size. This will ensure the picture won't print blurry.

» **WE WELCOME ARTICLES** and suggestions for articles from our readers. Editorial pieces can present new trends, technology, products, or applications that pertain to fluid power.

We respectfully request that your article be exclusive to Fluid Power Journal and that it not be submitted to any other publication or website unless it is repurposed and substantially rewritten. However, we recognize that this is not always possible or feasible.

GENERAL GUIDELINES FOR AN EDITORIAL SUBMISSION

The article:

- Must relate to the fluid power industry, that is, hydraulics and pneumatics.
- Must be of interest to a general reader in the fluid power industry.
- Should be between 1,500 and 3,500 words.
- May contain technical information to explain the workings of a product, technology, or application.
- Can be accompanied by a case study, Q&A, research summary, a bullet or numbered list, or webinar highlights to help present the article.
- **Should not include marketing information, such as quotes from company officers about the company or marketing language intended to sell a product or service.**

QUESTIONS TO ASK WHEN CONSIDERING A FEATURE ARTICLE

- Why is the topic of interest to a reader in the fluid power industry?
- Is the topic focused enough to be discussed within the word limit?
- Is the article more than an advertisement?