

Writer's Guidelines for U.S. Tech

Special Focus Features

There are usually four or five special features each month that correspond to a general theme for the issue tied in with our bonus distribution at one or more trade shows during that month. See the editorial schedule. Features can vary from 1200 to 1800 words in length. Preferable length is 1200 to 1400 words. They should not be written in "Engineerese" but in readable, understandable, conversational English, since the publication is read not only by engineers but also middle management and other people who may not have an engineering background.

It's important to schedule these features well in advance so our editor can plan each issue on schedule. If you would like to write a feature for one of our special focus sections, please contact the editor with a query at his personal e-mail address: wgsalm@gmail.com. On the other hand, PLEASE, send all press releases to ustech@gim.net.

Features should be on target for the Special Focus. For example: for the SMT Production Issue, PC Board cleaning is okay; making cardboard boxes is not.

Special Columns and Special Sections

- **Electronic Manufacturing Services (EMS)** -- This is not a column as such but more of a feature-length article; it can be from 900 to 1200 words. This is where contract manufacturers get to tell their own story about the capabilities of their companies. The article should concentrate on what makes your particular operation different from others and so darned successful.. We want people in the photographs, working at the production line or inspection station or in other related activities. If you do not have such photographs, that's okay too. Pictures are nice to have, but are not mandatory here.
- **Production** -- This is a regular column 850 words long maximum (or 750 words with one photo) and should relate some kind of nuts-and-bolts approach to problem-solving on the manufacturing floor. We are also interested in articles on product design and how to carry a design through, even if you are not doing your own manufacturing. This is hands-on nuts-and-bolts stuff. Photographs are rarely used here.

Please avoid any text references to figure numbers, drawings or charts, since we probably will not be able to reproduce illustrations of this kind in a way that will be readable and useful to the readers. This is a limitation of the newspaper-type format.

If possible, please provide good-quality, interesting color photos that are related to the subject matter of the article but are not referenced in it. These pictures may be used either on the opening spread of the section or may end up on Page One as a lead-in, and they may also be included in our Web Site. Pictures may be sent as hard copy or in digital format, while digital is preferable. Photos MUST be high resolution, at least 300 x 300 dpi for 4 x 5 size. Please send photos in JPG format in SEPARATE files. Do NOT embed the photos within Word documents.

A special note: PowerPoint files are totally useless to us and will not be accepted. PDF files should also be avoided, since they are sometimes difficult to dismember. Please send text as Word, or plain DOS text, or WordPerfect.

Send illustrations as separate JPG files.

Other Special Columns and Sections

- **Partnering** -- A monthly guest column, 900 to 1000 words, should be about a non-electronic aspect of manufacturing electronic equipment. Here we talk about metal parts and plastics, composites and other materials. We talk about cases, hinges, pins, fittings, screws, knobs, chassis - any hardware necessary for putting together an electronic system but not in itself electronic. We also talk about how to bring it all together successfully. It should NOT be a course in what Partnering means.
- **Management** -- This column can cover most areas of management techniques that are germane to electronics manufacturing. Subject matter can vary widely from warehousing and materials handling to improving employee productivity and morale, or reclaiming gold from scrap circuit boards. Length: 900 to 1000 words.
- **Tech Watch** -- A monthly feature of 900-1000 words, sometimes staff written, frequently using bylined articles supplied by our readers. Some of the material used here is strictly nuts-and-bolts stuff for the PC, while other articles that we run are case studies about how special types of computer hardware or software have solved manufacturing problems.
- **Feature Article Trafficking** -- All submissions should be sent by e-mail (if possible) to the editor at: wgsalm@gmail.com They should be in an attached MS WORD or RTF file. Alternatively, they may be sent on CD-ROM in MS WORD or RTF format. While we prefer MS WORD files, we can also handle WordPerfect files. Important -- before you send a CD-ROM, check the disk on a different computer besides the one you used to generate it in order to make sure the disk is okay.
- **Please be sure to include the following within your text file** -- The name of the person who will appear as the author, along with title or affiliation with the company; and the full name, address, phone and fax numbers for the company so readers can respond easily. If you have them, please also include an appropriate e-mail address and a web site address. This kind of information is important if you expect to sell your own products, so please provide it for us.
- **Photography** -- Good color photos mean more exposure for your company, livelier reprints, and a better presentation of your article in our web site.

*Thanks and happy writing.
Walter Salm, Editor*

Where to Send Press Releases -- Press releases covering new products, products to be featured in upcoming trade shows, business announcements, mergers and acquisitions, personnel moves, new hires, and distribution developments should be sent via e-mail to ustech@gim.net.

The preferred format is an attached MS WORD file, with photo included as a separate attachment.