



## 2010 EDITORIAL GUIDELINES

### IN GENERAL

*American School & University* is the information source for education facilities and business professionals—serving the nation's K-12 and higher-education administrators and architects responsible for the planning, design, construction, retrofit, operations, maintenance and management of education facilities.

-The magazine includes a mix of features, how-to articles, industry reports, exclusive surveys, news sections, design competitions, columns, new products and case histories.

-Feature articles should inform the reader about a process, trend or general category of product, or services of interest to education administrators. (Example topics include Security, Energy/HVAC, Lighting, Roofing, Furniture/Furnishings.)

-Please be aware of our audience. Our audience is not, nor are our articles aimed at, teachers or students. We do not talk about school curriculum, educational teaching software or college courses. **For examples of our content, please visit our website and review our media kit before you call or query.** This will help you understand our needs and our readership.

### PITCHING AN IDEA

-Articles should be pitched via e-mail. Please briefly describe the proposed article; an outline will be necessary before the article is approved for placement. Although you can call the executive editor, it is best for us to have a written idea. If the article is already completed, you can submit it via e-mail.

-For the most part, we run articles as the topics appear on the editorial calendar. Occasionally, we run articles that do not appear on our editorial calendar if space is available.

-**Lead time:** In general, we work about three months in advance for feature stories, and often farther in advance. Please keep in mind we get hundreds of press releases, phone calls and e-mails per day. We will contact you regarding your submission if it applies to our audience, but sometimes the process takes a few weeks.

-**For feature articles, we require first-time exclusive rights in the education-facilities market. Please keep this in mind when submitting an idea. We also require a standard contract.**

-Articles that appear in *AS&U* are not designed to promote a company or product. Our articles give readers new insight into the market, provide tips and pointers, explain a process, help guide them through a design/renovation, etc. Therefore, do not include company-specific information in the article; we do not quote companies. All articles are non-proprietary, so write in general terms. Specific examples of schools your company has worked with are helpful as sidebar information, but do not make this the focal point of the article.

-Thoroughly check all technical information.

-Suggest a short title on the first page. Include a 2- to 3-sentence summary of the article at the beginning. Stress what you expect the reader to learn from the article. Answer the question every reader wants to know: "What is in the article for me?"

-Place subheads (2 to 3 words) throughout the article to break up the text.

-You will notice on our editorial calendar that we frequently run columns on such topics as security, facility planning and technology. **We do not accept queries for these columns**; they are written by regular columnists who generate their own materials.

-If you have a company case study, new product or press release about a new school design or project, please submit these to Susan Lustig, slustig@asumag.com. We do not schedule specific new products or case studies to specific issues; however, feel free to request a certain month. Please contact Susan for guidelines for these sections.

### **SUBMITTING THE ARTICLE**

-After an idea has been approved, you will receive a deadline (for instance, if the article is scheduled for the April issue, it would be due March 1) and an author's agreement for the article, which we must have in order to print the article.

-Articles generally run about 1,200 words (sidebar included). In general, though, more information and examples are better, and we can edit the copy to fit the allotted space.

- Please supply the article via e-mail (or on CD if you cannot supply via e-mail).

-Please make every effort to acquire and send appropriate photography. (For example, an article on access control should be accompanied with an action shot of a student using an ID card, or an applicable image of a mentioned school, for example.) Images can be sent via e-mail or on CD. Please make sure they are IBM-compatible, 300 dpi at a 4 x 5 size (high-resolution) and sent in an .EPS or .TIF or .JPEG format. Renderings and graphics are acceptable if they apply to the subject matter. Please include the school's name, any description necessary and a photographer credit if available. Also, provide suggested captions for all artwork submitted.

-Include bio information about the author and his or her company (for example, John Smith is principal of ABC Architecture, a Boston-based firm specializing in residence halls. He can be reached at (phone number) or (e-mail)).

-We edit all material for style, grammar and appropriate content. Because we work on a tight schedule, we cannot guarantee that you will see the article before it is published. However, if we have accuracy issues or other questions, we will contact you.

### **AFTER THE ARTICLE APPEARS**

-In general, we try to run articles as they are scheduled. However, sometimes, articles have to be delayed a month or two because of space or other circumstances. We will try to let you know this in advance.

-Generally, AS&U mails around the middle of each month. After the issue mails, you will receive two complimentary copies of the issue.

-Reprints in larger quantities can be obtained from Diane Mason, diane.mason@penton.com.

### **WHO TO SEND MATERIALS TO**

*American School & University*  
9800 Metcalf Ave.  
Overland Park, KS 66212-2215

#### **•Articles**

#### **•New Products, Case Studies, Construction Zone:**

Susan Lustig, Executive Editor, (913)967-1960; FAX (913)514-6960  
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**“Schoolhouse Beat” and “Green School & University” submissions, or if you have expert source lists/topics**

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