

Guidelines for Product Solutions

Almost every issue of *American School & University*, with the exception of the August and November issues, features a Product Solutions section that showcases various new products and product applications relevant to education facilities operations.

New products are highlighted with a brief product description, along with a photo.

- Products should be described in 55 to 75 words.
- Photos should be in color and show a basic image of the product. Logos are not acceptable. It is possible to feature only a product description if a photo is not available.

Case studies highlight a problem-solving application at a school or university, along with a photo.

Example: A particular school district needs a new roof but is on a tight budget and wants minimal interruption to students. A certain company that specializes in roofing helps the school determine a way to install a new roof and still meet its budget and deadline.

- Case studies should be 300 to 400 words.
- Photos should feature an action shot of the product in use or of the product being installed at the education institution mentioned in the case study. If this is not available, a general photo of the education institution can be used. General product shots are not acceptable for case studies.
- Case studies should have occurred within the last year.
- Include quotes from key administrators at the institution. Quotes from company representatives will not be included.

Images can be sent via e-mail or on CD/disk at 300 dpi for a 4-inch by 5-inch format or larger and in a .tif, .eps or .jpg format. Please make sure the photos are labeled with any descriptive material, such as the name of the school, as well as any photographer credit.

- Because of the volume of case studies submitted, AS&U cannot guarantee publication.

SEND MATERIALS TO

Julie Hall, Associate Editor
jhall@asumag.com, (913)967-1961

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