



Editorial Guidelines



www.ECNmag.com

Guidelines for Print Content

Word count by section

The print edition of ECN has a few options for what you can contribute.

Articles: Between 800 and 1,000 words with up to two high-resolution images (.jpgs).

Sidebars: Approximately 300 words.

Brainstorm Contribution: No more than 300 words.

Editorial Guidelines for Online Content

Blogs can address trends, design tips, or philosophies within the design engineering community or the greater consumer electronics field. Online contributed content can be more opinion-oriented and informal than print articles, but it must always keep our core focus – as a design engineering publication – in mind.

Word count

Anywhere from 500 to 2,000 words is preferred, depending on the type of blog and its focus. Make sure to check with your editor.

The ECN Rules

These are a few hard and fast rules for our publication. If you don't follow them, your piece may not be appropriate to publish.

1. Don't make the article or blog a sales pitch about a company product. We want all our pieces to be educational, so focus on a trend, application, or interesting event happening in your field.
2. All contributions should include a name, title, and company for the byline.
3. Make sure you hit your deadline. (If you think you're going to miss it, send your editor an email.)

The ECN Style

These are tips and tricks for getting ECN's official style just right. They're unique to our magazine, but taking a few minutes to ensure you're following the rules can really simplify the editing process.

1. Use the oxford comma: For example, "The cat, mouse, and goat jumped the fence." NOT "The cat, mouse and goat jumped the fence."
2. Spell out numbers one through nine.
3. Spell out the word percent instead of "%."
4. Don't double space before the beginning of a sentence.
5. M-dash NOT n-dash: Use "Cool engineers — like you — write for ECN." (m-dash) NOT "Cool engineers - like you - write for ECN." (hyphen or n-dash)
6. If you reference someone more than once, use the last name on the second reference.
7. If you're quoting someone, use "says": "The engineer ran out of the room," Smith says. NOT "The engineer ran out of the room," Smith explained, said, laughed, offered, or any other verb.

Talk to Us

The editorial team loves questions, so if you're confused about a rule or think you might miss your deadline, get in touch with your editor as soon as possible.

If you're not sure who the editor is, email Kasey Panetta, Editor, at kasey.panetta@advantagemedia.com.