Editorial Guidelines

Guidelines for Print Content

Word count by section:

- *Feature Articles:* Between 1,000 and 1,200 words; up to five high-resolution images (.jpgs).

- *Sidebars:* 300 words; up to five high-resolution images.

- *Brainstorm Contribution:* No more than 300 words.

- *Guest Column:* 750 words; include headshot and short bio.

- *Blogs:* No less than 350 words, no more than 1,200 words; include headshot and short bio.

- *Photos of the Day:* Up to 10 high-resolution images; 15 to 25 word captions.

- *Video:* No more than five minutes in length; 150-word description.

The *Product Design & Development* 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 piece a sales pitch about a company product. We want our content 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.

Editorial Product Submission Form

If you would like to submit a new or improved product or service for editorial consideration on our website, in our newsletters, or in our print publications, visit our website and fill out our new **Editorial Product Submission Form: www.pddnet.com/product.release/add**.

The *Product Design & Development* Style

These are tips and tricks for getting *Product Design & Development's* official style just right. They're unique to our brand, but taking a few minutes to ensure you're following the rules can expedite the publishing process.

1. Use the oxford comma: For example, "The cat, mouse, and goat jumped the fence."

2. Spell out numbers one through nine.

3. Don't double space before the beginning of a sentence.

4. M-dash NOT n-dash: Use "Engineers — like you — write for *Product Design & Development.*" (m-dash) NOT "Engineers - like you - write for *Product Design & Development.*" (hyphen or n-dash).

5. If you reference someone more than once, use the last name on the second reference.

6. Use the present tense when quoting someone.

Talk to Us

If you're confused about a rule, or think you might miss your deadline, get in touch with your editor as soon as possible via email or phone.

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