

# Article Guidelines and Deadlines

Issue	Deadline	Send to:
2020	Wednesday, April 15, 2020	<a href="mailto:karin@emailir.com">karin@emailir.com</a>
Australian	<i>All content: article, photos, graphics</i>	

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## Overview

Established in the US in 2010 as a quarterly print and digital publication serving the US and Canada, **dp-PRO** magazine is designed to educate key players in the utility industry and serve as a forum for new ideas. **Articles must be original, and not run in other publications.** Articles are written by subject matter experts who are respected for their in-depth industry knowledge.

## Audience

**dp-PRO** addresses the interests of all stakeholder groups and all affected disciplines within these groups. The magazine reaches facility owners and operators, facility maintenance companies, contractors, One Call Center members, engineers, claims, public works departments, risk management operations, purchasing, safety & training, and others that protect the underground infrastructure and impact damage prevention. It is read by seasoned professionals as well as people new to the industry.

## Digital

To reach as many stakeholders as possible, the **Australian dp-PRO** is produced in a digital environment. The digital publication is distributed to damage prevention partner organizations so they can send it out to interested parties in their areas. Articles appearing in the magazine are also posted to the website, [dp-PRO.com](http://dp-PRO.com).

## Sales-Based Content

**dp-PRO** works diligently to maintain the reputation it has earned as an educational publication by strict enforcement of these Article Guidelines. This reputation enhances the integrity of the content we provide and the credibility of the authors who provide it. Articles are subject to Advisory Board review and will be rejected if found to contain excessive sales-based content. Articles chosen for publications may be subject to editing.

## Limited Image Usage Agreement

**All images provided are assumed to be provided to Infrastructure Resources, LLC for unlimited ongoing use, including public sharing in the dp-PRO Photo library and accompanying other articles in future publications. The included Image Usage Agreement must be completed for ALL submitted photos and graphics for which you wish to limit use.**

## **Article Guidelines**

- One page of content contains 500-600 words, and includes 2-3 images. Unless otherwise arranged with the editor, articles should be a minimum of 500, and maximum of 1,200 words in content.
- When possible, all stakeholders should be considered regarding content.
- Try to focus on positive outcomes. The underlying theme of the magazine is “damage prevention is a shared responsibility.”
- Whenever possible articles should be designed to contain specific takeaway ideas that readers can put to work. These ideas can be highlighted throughout or summarized at the end of the article.
- When appropriate, use bullet points, sub-headings, numbers, or steps.
- Readers relate better to examples over theory. Cite examples or case studies often.
- Technology introduction articles are designed to give people a quick understanding of how the technology can help them, as well as an overview of how it works.
- Articles are selected for publication based on suitability to the publication and space allocation, at the magazine’s discretion.
- The author of the article warrants that the work submitted meets the appropriate criteria and does not infringe upon any copyright or intellectual property laws.

## **Photos and Graphics**

- Photos and other graphics help readers understand the article’s message and will draw them to the article.
- Acceptable images include (but are not limited to): action shots, products in use, company logos, charts, graphs.
  - Graphics (such as tables in Excel) should be converted to a .pdf, .jpg or .tif file.
  - If you are not sure how to do this, or are unable, we will gladly assist you.
- Unacceptable images include (but are not limited to): Product marketing shots, images that disparage another company/product, images not owned by the author, web images.
- Photos and graphic images must be submitted in the following formats/sizes:
  - Adobe Illustrator eps or ai files, any size
  - Photoshop jpeg or eps file, minimum of 300 dpi, as large as possible
- Submit images as separate files. Do NOT embed images in the document.
- **You are welcome and encouraged to send an assortment of photos and graphics. Read and understand the Image Use Agreement.**

## **Things to Avoid**

- No sales pitches allowed!
- Don’t get too technical or you may lose the reader.
- Try not to use industry acronyms and jargon which non-experts will not understand. If an industry term is required, include a footnote explanation.

## **Submitted articles should include:**

- Author’s name and title as it should appear in print
- Affiliations with industry associations for the byline.
- Short Bio (2-3 sentences) on Author’s industry background for the byline.
- Authors email and phone number if it is authorized for publication.
- Article copy as a .doc, .txt or .pdf file. No formatting is required.
- Associated photos or graphics as separate files according to standards stated above.

In an effort to ensure that use of photographs, logos, and all other electronic images are handled responsibly and used appropriately, Infrastructure Resources, LLC requests the following information for each image submitted.

<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Authorization obtained?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Printed credit required?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted:    <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p>                                  <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p>                                  <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>	<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Authorization obtained?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Printed credit required?    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted:    <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p>                                  <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p>                                  <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>
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*Images NOT accompanied by this agreement will be considered as provided to Infrastructure Resources for unlimited ongoing use including inclusion in the Damage Prevention Professional Photo library and future publications.*

*I, \_\_\_\_\_, a representative of \_\_\_\_\_ confirm that Infrastructure Resources LLC has authorization to use the images detailed above according to the restrictions set forth in this agreement without any copyright infringements.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_