

## **WRITER'S GUIDELINES**

### **College Planning & Management Magazine**

College Planning & Management is published to meet the construction, facilities, business and technology information needs of the college and university buying team.

#### **READERSHIP**

- The Executive Level: Presidents and Chief Administrators
- The Purchasing Level: Vice Presidents, Directors of business, purchasing, facilities planning, physical plant, maintenance, safety and security, housing/residential life, student unions and technology.
- The Specifier Level: Managers and Supervisors of business, purchasing, facilities planning, physical plant, maintenance, safety and security, housing/residential life, student unions and technology.
- Architects, Engineers, Construction Managers and Consultants
- State Higher Education Agencies

Articles provide specific solutions to management and operational issues for all areas of a college or university, including residence halls, offices, classrooms, food services, student unions, technology labs, libraries and recreation facilities.

#### **EDITORIAL APPROACH**

CP&M is a solution-oriented magazine, edited to provide timely, useful information in an easily accessible, graphically exciting format. Our preferred format is case histories that focus on a single college or university. Tell us what specific problems or challenges the university was trying to address, give detail about how the problem was solved, and explain the ramifications. Make sure to ask sources if they made mistakes or gained insights their peers could learn from. We prefer stories with lots of quotes from university personnel, as well as first-person stories.

We occasionally run overview articles, provided they are narrowly focused and explore a single problem. For instance, a piece might look at three colleges' approaches to improving security. "Number" articles (Six Steps to Stronger Roofs) are another common format.

Back-of-the-book application stories focus on how a college or university used a single manufacturer's products or services to solve a narrowly focused problem. These articles run one page or less, are product-oriented, but must provide solid information — not just PR fluff. Quotes from local dealers, contractors, architects, installers, etc. are acceptable in these stories, but we want to hear from end-users too.

#### **LENGTH AND STYLE**

Most CP&M stories run two to four pages published (800-1,500 words). Sidebars, pull-quotes, and charts/graphs/tables are encouraged. Copy must be easy to read without talking down to readers. Use active voice and avoid long, convoluted sentences. Skip the

jargon; if you must use an arcane term make sure to explain it. Subheads and bulleted lists are encouraged to break text into easily readable chunks.

### **ARTWORK**

Availability of usable artwork can be a major factor in our decision to publish articles. We prefer color photos, slides, transparencies or glossy prints. We can also use glossy black & white photos, as well as line art, charts, blueprints, illustrations, etc. If the article discusses printed materials used by the school (brochures, cards, etc), send actual samples. Materials should be appropriately packed to avoid damage. Large pieces may be rolled or folded. Make sure to let us know if you want your artwork returned. We also accept digital artwork on ZIP Disks or Photo CDs, or via e-mail or FTP. We prefer to work with EPS and TIF formats — minimum of 300 dpi.

### **SUBMISSIONS**

For information regarding submission of articles you may contact Deb Moore, Executive Editor by phone at 602.867.2085 or by email at [DMoore@PeterLi.com](mailto:DMoore@PeterLi.com), or Shannon O'Connor, Editor by phone at 937.293.1415, ext. 1134 or by email at [SOConnor@PeterLi.com](mailto:SOConnor@PeterLi.com). We encourage you to call or e-mail first for all submissions except back-of-the-book application stories. Submissions targeted to specific items on our editorial calendar must be sent to us three months in advance. Articles should be e-mailed to the address listed above, or submitted as hard copy plus diskette.

### **PAYMENTS AND RIGHTS**

We have a schedule of fees and pay on publication, unless we intend to hold an article for many months. We typically buy text and artwork as a package. We purchase first North American serial rights and nonexclusive reprint rights, plus nonexclusive electronic rights. Make sure to tell us if the article you are submitting, or any part of the article, has been published elsewhere or is under consideration by other publications.