Case in Point articles cover applied technology by discussing how a product or service has positively impacted, in a quantified way, the operation of a precision machined parts business. It’s a case study format that states a problem and explains how application of a product or service solved the problem. The solution is quantified by explaining in various metrics better throughput, lower costs, faster cycle times, longer tool life, and so on. Word count: 800-1,200. High-resolution, color photography and/or illustrations are mandatory. 

Tech Briefs cover technological innovations as they relate to the manufacturing of precision machined parts. We ask for a concise, generic treatment of the subject technology that cites the potential usefulness of the product or service as it relates to the reader’s interest. Word count: 800-1,000. High-resolution, color photography and/or illustrations are mandatory.

News covers time-sensitive industry events, personnel changes, relocations, news about companies and other industry-specific announcements. Word count: 100-250. This is primarily a text-only section.
New Products are covered in press releases that should cite the features and benefits of new products or services that relate to the precision machined parts industry. Word count: 200-500. High-resolution, color images and/or illustrations are preferred, but not mandatory.

Last Word is a one-page guest column providing an executive overview of a current industry trend or challenge. Bylined by an industry leader, content should be a generic discussion of the topic. Word count: About 850 words. A high-resolution portrait-style photo of the contributor, along with job title and contact information, is required.

EDITORIAL FORMAT

Feature articles should be submitted as Microsoft Word (.doc) documents. Tables, graphs, photographs and other illustrations must be separate files, rather than incorporated or embedded within the text document.

IMAGES & VIDEOS

Images should be in .jpg or .tif file formats, with minimum resolution of 300 dpi at a minimum size of 4 x 5 inches. All photographic materials must be clear, sharp, in focus and properly exposed. Captions should be provided for each photograph, and each photograph should be identified. We also accept raw video in .wmv, .avi, .mov formats and have the capability to add text, narration and other effects. We can also accept and embed videos that have been posted to YouTube or Vemo. Please note, video is most likely to be used when it illustrates a process or teaches a viewer how to do something. Corporate profiles, product advertisements and other promotional video footage is unlikely to be used.

LARGE FILES

Files larger than 20 MB can be uploaded at files.gardnerweb.com

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