

## Article submission guidelines

### Editorial focus

*Midwest Manufacturing Journal* is dedicated to expanding and supporting manufacturers in the Midwest with a straightforward presentation of industry information, industry changes, insights, challenges, and successes.

We are interested in articles with a clear takeaway for our readers: What can they learn to improve their manufacturing business or advance their careers? What specific information, lessons learned, tips and strategies will accomplish this?

We are interested in articles on manufacturing trends and changes, workforce development, leadership, technology and innovation, sustainability, operational excellence, safety, relevant legislative topics/updates, and profiles of manufacturers, their owners, leaders, emerging leaders, and others in the field.

Articles submitted by vendors **should be informative and non-commercial**. Any article discussing a single product or service exclusively is likely sponsored content.

### Article length & style

- Written in conversational English, as one industry insider speaking to another.
- Define all acronyms on first use.
- Identify all persons quoted including their name, title, and company affiliation.
- Hyperlink to your sources and related relevant content whenever possible.
- When applicable, source citations should follow [APA guidelines](#).
- Include high resolution photo(s) or graphics
- Include a two-line biography of the author(s) that includes the author(s)' name(s), title(s), organization(s), and website(s)/email address(es).
- Article length varies from 300 to 4,000 words. On occasion, longer articles and excerpts may appear in the magazine.
- A standard article is about 1400 words.
- Event articles should be about 700 words or less and should include a graphic.

### Article format

Our preferred format is Microsoft Word, but can accept Notepad or TextEdit files.

## Photos/graphics

Every article submitted should include photos or graphics or some sort. Printed magazines require high resolution graphics. Please submit:

- PS, EPS, PDF, PNG, or TIFF formats no wider than 1000 pixels.
- Captions for all graphics of 15-25 words in complete sentences, citing the source of the graphics and ensure that we have permission to reproduce the graphics online.
- Permission approvals for the reuse of any previously published material.
- High-resolution JPEG files are acceptable for author photos.

## Resolution

Follow these graphics display resolution guidelines to ensure the graphics for your *Midwest Manufacturing Journal* article look great.

- The *size* of your graphic refers to its dimensions (the width and height). The *resolution* refers to dpi (dots per inch) or ppi (pixels per inch).
- DPI refers to the number of printed dots contained within one inch of an image printed by a printer.
- PPI refers to the number of pixels in a linear inch when displayed on an electronic image device like a computer, tablet, or your phone.

Midwest Manufacturing's standards for non-vector graphics are >300dpi for color and grayscale images; and >600dpi for black and white "line art."

In cases where graphics, such as digital photographs, are produced at a lower resolution, acceptable quality can be achieved by ensuring that column-wide graphics are at least 1050 pixels wide and page-wide graphics are 2150 pixels wide.

## Reusing graphics from the Internet

You will need to request permission to reproduce content that has been made available previously, either in a publication or on the Internet. This may include text, graphics, tables, or other materials.

Reuse permission must be granted by the copyright owner, which is often the publisher of the original work. Avoid reusing content when it is unclear who the copyright owner is or what limitations are placed on reusing the content.

## Submission

**Articles and related photos/graphics should be sent by e-mail to [Becky@MidwestManufacturers.com](mailto:Becky@MidwestManufacturers.com)**

Please remember to include your name and a short bio.