Army Engineer Magazine

*Editorial Guidelines*

**Introduction:**

*Army Engineer* magazine is published by the Army Engineer Association, primarily as a benefit of membership with the non-profit organization. In addition to individual and supporting firm members, copies of the magazine are provided to units, organizations and libraries having an interest. The magazine is not normally available for individual, non-member purchase, and the number printed is limited to a specific numbers of subscribers, plus archive copies.

The magazine is published on a bi-monthly basis and contains articles of interest involving all aspects of Army engineering, past and present. General editorial themes are determined annually by the Editor for each issue, in coordination with the Executive Director of the association. Based on the stated theme for each issue, the Editor selects specific articles for insertion, as provided either by independent sources, or written "in house".

For the magazine to be trusted by its readers and to endure itself as a unique and quality publication, readers must be assured of its editorial integrity. With that in mind, the following editorial guidelines are provided.

**General Articles for Publication:**

The Editor encourages individuals, units, and organizations (plus AEA Supporting Firm Member companies...see below) to submit original articles for publication that involve Army engineering. No fees are paid to authors for any work submitted.

Written materials must be provided in a computer **unformatted** text file, along with digital or paper photographs. Paper documents which must be re-typed by the Editor will not normally be accepted. Images and graphics may be sent electronically (email) to the Editor, based on the size of the files involved. Target resolution is 300 ppi for color and 225 ppi for grayscale images; however, there is some leeway in terms of using lower resolution images, if they can be altered to a higher resolution and still be suitable for printing. If files are large (e.g. greater than 1-2 megabytes) then they may be submitted by mail on a CD-R. The Editor reserves the right to determine whether not the article will be published. All materials except original paper photographs become the property of the magazine. Concerning the latter, original photos or graphics will be returned to the author after the article is published.

Viewpoints expressed will be those of the authors and do not necessarily reflect the views or the policies of the Army Engineer Association. All materials are subject to editing for space, clarity and conformity with the magazine house style (see below). The Editor reserves the right, when necessary, to request manuscript revisions from the original author or to incorporate revisions directly. The Editor may send edited articles (ready for print, in PDF format) to the author for one final review before publication. Response deadlines will be dependent upon the relevant publication schedule. If an author is unable to respond by the identified deadline, the Editor reserves the right to be able to move forward with publication of the edited article.
Specific AEA Supporting Firm Member (SFM) Articles for publication:

Companies which are supporting firm members of the AEA are encouraged to author and submit original articles for publication. Articles are to be written in such a manner to be consistent with the normal editorial content of the magazine, and clearly not focused on directly “advertising” a specific product or service. Authors should keep in mind that a typical magazine reader will not be interested in reading material that does not have a specific Army engineer interest to them. Therefore, titles, call-outs, and images or graphics used should be eye-catching.

The article should be written (as much as is possible) in non-technical terms, authors should limit the use of acronyms and detailed product specifications, materials should avoid overuse of self-promotional phrases which may make the article read like an advertisement, and when possible first-hand accounts of product or service actual use in support of Army engineering should be included.

Examples of acceptable articles which have been published include: documentation of the historical nature of a focus company’s continual support to Army engineering during war and peace; first-hand accounts of the actual use of a product or service provided by the company to directly support Army engineer soldiers or civilians, and the units and organizations to which they are assigned; and human interest stories involving company employees which may be of specific interest to Army engineers.

Company logos will not be used in these materials.

Style:

- Length for feature articles should be approximately three (3) to five (5) single-spaced typed pages, and unformatted, with no “styles”.
- Include a title and subheads.
- Write in the third person, not first or second (no I, you, or we, except in quotes).
- Use clear, straightforward English.
- Spell out acronyms or abbreviations the first time you use them.
- Single space between sentences.
- Identify items of interest to be used in sidebar material.
- Every effort must be made to assure that news content is accurate, free from bias and in context, and that all sides are presented fairly.
- All bylined submissions should be accompanied by a author's biography of no more than 75 words.
- Suggested captions and credits should accompany suggested artwork.
- A permission statement for use must accompany original photographs or illustrations.

Advertisements:

The association limits the number of advertisements to be inserted in each issue of the magazine, so as to provide more space for editorial content. Typically, each issue will contain less than fifteen ads. Most ads accepted are full or half-page in size, and pertain to companies with a direct commercial supporting role to any or all aspects of Army Engineering.

Many companies insert ads in multiple or all issues each year, and some consistently reserve the same premium space (inside front, inside rear and center spread) for those purposes. Ads are to look different enough from editorial pages that readers can tell the difference. To avoid confusion, any ad that looks enough like an editorial story or feature that it could be mistaken for, will be labeled “Advertisement” or “Promotion” at the top of each page in type as prominent as the magazine’s normal body type. NOTE: An exception to this policy will be when a company authors an original article involving an aspect of support they provide (or have provided) to Army Engineering per the paragraph above.
Ad Placement:

For other than premium space, the Editor inserts ads in locations which may complement the product or service of the advertiser. For example, an ad for an item of construction equipment might be placed near an article written (in general) about Army engineer construction missions. However, in no case will the editorial content of the article in this regard contain any reference to the product advertised on the adjacent page. Editorial content takes priority over ad placement, and ads will not be inserted in such a manner that disrupts easy editorial flow for the reader.

Magazine Close Dates:

The specific last date for receipt of advertisements and/or articles for publication are provided in a magazine Media Kit published annually by the AEA. It is available online at www.armyengineer.com. Authors should, however, not wait until that deadline to submit articles, if they desire it to be included in a specific issue. As a minimum, authors should inform the editor at least “one issue out” of their interest in submitting materials.

Reprints:

Articles or stories that appear in the magazine may be reprinted only with written permission of the magazine Editor, or the Executive Director of the AEA.

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