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Writing for EContent

Thank you for your interest in writing for EContent, the only magazine that focuses exclusively on content issues, strategies, and resources. Essential reading for executives and professionals involved in content creation, acquisition, organization, and distribution in B2B or B2C environments or within their own organizations, EContent is the premier publication for the digital content industry. Each issue of EContent offers:

- News and analysis of what's happening in the content industry
- Feature articles covering the latest trends and issues
- Reviews of tools for content professionals written for the decision making executive.
- Regular columns and departments written by industry experts

It's no secret that, all things being digital, content is everywhere and EContent covers the people, products, and services that make content happen.

Our readers are a mix of professionals and executives who either need to purchase, use, and manage content within the enterprise or repurpose, buy, sell, or otherwise distribute, proprietary content across the Internet or into the enterprise. Top concerns for both groups are the strategies and implementation issues behind making this happen. EContent helps them by presenting a monthly editorial package of trend analysis, case studies, informative profiles, and timely news. The magazine is about the business of content and its design and editorial reflect this. The design is sharp, clean, and accessible, and so is the writing. You can help us accomplish this by delivering a well written, thoroughly researched, factually correct, and on-time manuscript.

Opportunities

There are plenty of writing opportunities in EContent. We consider ideas for news features, feature articles, reviews, and case studies.

News: must be timely in the month it appears in print. Product-based news must have an eight week NDA-based lead time so that we can print the information to approximately coincide with public release. Other news must be larger issue and trend based to remain timely. We rarely do "show coverage" unless a really large trend emerged, however we encourage attending shows under our auspices in order to look for these trends and meet with vendors for possible product stories or reviews with sufficient lead time.

Reviews: should be of new products. We prefer full upgrades rather than point releases. In almost all cases, they need to be of something a lone reviewer can put through the paces on their own examining most of the functionality. Demos will not suffice. Reviews are written with a minimum of technicality as we do not target IT professionals. They are more focused on helping executives and department heads understand the implementation and ROI issues with a given product along with the basic usability aspects. Please look at other reviews so that you know what sidebar boxes are included with every review (introductory information, business profile, key features).

Features: must be written in a narrative style. They are non-academic. Our features have a beginning, middle, and an end. They include a lot of quotes from industry experts and vendors who can communicate, from experience, the larger issues and trends in a
lively way.
Art: Features require approximately four figures or pieces of art, which should be suggested by the author and provided with the manuscript if at all possible. If not, include contacts for the editor to request art. (see below for details.) Include captions at the end of your feature for any submitted artwork.
Companies Featured: all companies featured in the article should be listed alphabetically at the end with URLs for each. If you are not sure if a company is "featured," err on the side of inclusion in this list.

Get To Know Us

Read back issues of EContent, and/or consult the available articles on this site to get familiar the magazine's editorial mission and style. Look for our editorial calendar online and pitch against a theme that looks appealing to you (this mainly applies to features, but can apply to other areas as well.) The editorial contact date is for PR and Marketing people. You'd need to pitch anything but news at least a month prior to that date.

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Contributing
Send a brief pitch, links to samples of your work, and a brief bio to EContent's editor, Michelle Manafy, at michelle.manafy@infotoday.com. When submitting, be sure to include particular areas of interest and expertise. If you have a specific idea for an article, submit the idea accompanied by a brief outline of the topics you expect to cover. Unacceptable unsolicited manuscripts will not be returned. EContent does not accept vendor-bylined submissions. If vendors wish to participate in an editorial opportunity, they should contact the editor. It is suggested that all vendors or their representatives review the Working With EContent document on our About page, in order to maximize coverage.

Deadlines
Deadlines apply to all elements of an article. Lead-time for actual production is about three to four months due to the rigorous editing, proofing, art and production efforts expended on each manuscript; news is closer to a two month lead time. (Keep in mind, we are a print magazine and have a lead time for print, not the Web.)

Payment
Payment will be issued upon publication. A check and a complimentary copy of the issue are sent to the author at that time. The editor will provide any level of guidance, input, source material, draft-review, etc. to ensure that an article is up to our editorial standards. In the unlikely event an assigned and submitted article cannot be used, no payment will be made.

Rights
Authors will be asked to sign a publication agreement prior to the editing process, granting to Online, a division of Information Today, Inc. the right to publish the article in EContent magazine in print and electronic formats. Information Today, Inc. will copyright the issue to protect the entire issue as an entity. The agreement also stipulates that the author not publish any version or excerpt of the article prior to, or for 120 days following, its publication.

Supporting Material
Please include a separate file of names and contact information for all sources quoted in the article. If you went through a PR contact, please include their info as well. This list will help the editors with fact and quote checking, and other follow-up questions and procedures. You should also include a complete list of companies mentioned and URLs at the end of the article as well as an invoice for payment (that includes complete contact information, the working title of the article, month of publication, and your Social Security or Tax ID number).

Submission Requirements
Before submitting a manuscript, please use a spell checker. All parts of an article must be submitted in electronic format as email attachments. Use as little formatting as possible in the manuscript since it must be removed and revised to suit our production requirements. Do not use a word processor's style sheets. All authors (except those writing short news features) will have an opportunity for a final check of the galleys after they've been edited and copyedited. This check is only for minor proofing by the author; not for extensive revisions or rewrites.

Style Guidelines

• Avoid use of bulleted or other lists. Write narrative prose. If your article has more than two bullet lists in it, go back and rework them into paragraphs.

• Write an ending. Do not just stop when you reach your word count.

• You are paid as assigned. Turning in more words will not result in more pay. Features can come in a few hundred words over, but columns, profiles, news and reviews need to come in almost exactly as assigned. If you find you are running long, check in with the editor to see how much flexibility (space) we have or how to better focus your subject matter.

• Use a lot of direct quotes. Think about "pulling" quotable quotes out of people as you interview.

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• Attributions are in the present tense, e.g., says or concludes, not said or concluded.

• Use subheads frequently to break up text and introduce a new section of the article. Don't make them too long, three or four words will suffice.

• Write transitions; do not use subheads in place of transitions.

• Some preferred terms are as follows: web, website, Internet, intranet, extranet, www.company.com - not http://..., logoff, logon, MB (5MB), KB (5KB), ebook, dot com, ecommerce, Yahoo!, end-user, online (not on-line).

• Job titles are not capitalized, e.g., editor, vice president, president, and we do us abbreviations for C-level executives: CEO, CTO, CIO.

• Other than news features, at the end of each article, EContent includes a brief sentence or two of author information. Be sure to submit with the manuscript your job title, email address, and other information you'd like to include.

Sidebars, Boxes, and Artwork
The editor will make suggestions for sidebar and box possibilities as well as for an art program, but please keep in mind opportunities for short sidebars as well as possible screen shots or other art possibilities as you write the article, and discuss them with the editor as you think of them. We prefer it if you request art as you go, so it isn't a big rush at the end (or if you take applicable screen shots yourself, and submit them--not embedded in the article document--as jpgs when you submit your article). If you request art, use the following specifications:

Screen shots should be taken as large as possible and submitted in their native form (jpg, bmp, tiff). Do not reduce them or convert them into other formats or import them into your word document.

Boxed or studio artwork should be AT LEAST 300 dpi, three inches or larger. Images of people should be of even higher quality. (Note, we don't run pictures of people in feature articles unless it is a Q&A interview or a Profile)

We cannot use artwork submitted embedded in word or power point files. For a chart, we can recreate rough versions in our art department.

Please write captions for any submitted artwork and include it at the end of your article with the names of any artwork submitted:

[FigureName.jpg]
Caption: This product slices, dices, and folds laundry.

Reoccurring Sidebars and Boxes

For Feature Articles:
Include a list of URLs for all companies mentioned

For Profiles:
Please make note of the following elements for a small box that is customarily included in each Profile: company URL, Name of CEO or founder, number of employees, date founded or launched.

For Reviews:
Reviews include Company, Product name, Product Purpose, Price, 50-word summary of the Reviewer's View, Key Features at a Glance, and a product shot or one or two screen shots to illustrate product features.