

PEI Writer's Guidelines

Editorial Direction: PEI will assign each writer a topic, subject parameters, approximate word count, and other editorial direction. Writers must not stray from the topic or make changes in article direction based on personal decisions, without obtaining editorial approval. PEI has a technical edge. Therefore, include relevant technical data. This always goes a long way with our readers.

Deadlines: Our deadline is the 20th of each month, two months prior to publication. Therefore, if your article is for the March/April issue, your article deadline is January 20. This holds unless you obtain our permission to bring your work in late. If for whatever reason you experience problems meeting this deadline, it's your job to notify us immediately.

Check Your Data: PEI highly recommends writers send each company mentioned in the article a copy to proof and check for technical accuracy. We prefer to eliminate mistakes before the editing process. Do this prior to turning in your article.

Also: Include the following information for every company and their product mentioned in your article:

1. Full and proper company name of the product. Check spelling, spacing, hyphens, etc.
2. Proper company name. (Don't forget to include "Inc.", "Ltd.", etc.)
3. Contact person
4. Address
5. City, State, Postal Code and Country
6. Telephone (Local and 800)
7. Fax
8. e-mail
9. URL of web site

Graphic Content: We love illustrations. These may be turned in early or with your article per the above deadline. Every article you write should have product illustrations, screen shots, etc., in order to make it visually pleasing and informational. Please have clearance to use these images.

Graphic Delivery: Images may also be delivered to us electronically in RGB JPEG format set to HIGH image quality with a resolution of 300 ppi. The e-mail addresses for image and copy delivery are: info@peimag.com with a cc: debitodd@cox.net. If shipped to us in digital format place them on a CD. If necessary, we also accept 35mm transparencies and color or black-and-white prints. Materials will be returned upon request. Graphic materials should be shipped directly to our Art Director, Debbie Todd. (If there are questions concerning graphics contact Debbie directly.) Her information is as follows:

PEI Writer's Guidelines

Art Director

Debbie Todd
PPA Publications
5431 E. Garnet Ave
Mesa, AZ 85206 USA
480.807.4391 (MT) / Telephone
480.807.4509 Fax
debjtodd@cox.net

Editorial Offices:

PEI Magazine
229 Peachtree St NE
Suite 1600
Atlanta, GA 30303 USA
800.786.6277 / 404.522.8600 ET / Telephone
404.614.6405 / Fax

Editors

Executive Editor Cameron Bishopp x260, cbishopp@ppa.com
Features Editor Leslie Hunt x249, lhunt@ppa.com
Managing Editor Jeff Kent x247, jkent@ppa.com
Technology Editor Joan Sherwood x246, jsherwood@ppa.com
Art Director Debbie Todd 480.807.4391 debjtodd@cox.net

Payment: Writers are paid in full upon publication using U.S. funds via company checks unless other arrangements are made in advance.