Mission Critical
Editorial Submission Guidelines

Mission Critical has more than 25,000 subscribers who rely on our magazine to keep up with the latest industry trends, product releases, emerging technologies, and market forecasts. We provide must-read content for data center owners/managers/designers/engineers, IT managers, network/systems integrators, cloud specialists, and power and cooling professionals. If you are interested in making an editorial contribution, please be sure to follow the guidelines outlined below.

FEATURE STORIES/GUEST COLUMN

• Article must be impartial, unbiased, and product-neutral, focused on a particular topic or technology that allows mission critical professionals to do their jobs more effectively.
• Explaining how and why the technology is used is encouraged.
It is not OK to promote one company's proprietary version of that technology or to speak negatively about other companies or technologies, including by way of comparison.
• *Mission Critical* does not require exclusive rights to the article. However, we do request that submission to other publications (including personal) is reserved until after it appears in *Mission Critical* magazine, or on www.missioncriticalmagazine.com, unless otherwise arranged.
• The minimum word count is 600, maximum is 3,000.
• Submit all materials together as separate attachments. This includes:
   - Text-only version of the article in .doc format. (Images/charts/ graphics are not to be embedded within the article.)
   - A minimum of one high-res photo with caption.
• All content must be vendor-neutral
• The minimum word count is 600, and the maximum is 3,000.
• Every acronym must be spelled out on first mention
• A minimum of 1 high-res photo with a caption is required for publication. You must own the rights to the images
• A completed copyright form is required for publication All materials, including the Word document, images, head shot, and copyright release, must be sent as separate attachments, not embedded in the article or combined in any way

SUBMIT

Email your completed submission to Amy Al-Katib at al-katiba@bnpmedia.com. Though publication cannot be guaranteed, the chances are greatly increased if you follow these guidelines and include ALL materials in ONE email upon completion.
This includes:

1. Completed article
2. A minimum of one high-res image with caption
3. A completed copyright form
4. High-res head shot

DEADLINES

The editorial calendar outlines our themes for each issue throughout the year. Though we do include additional topics when possible, this will serve as a guide if your goal is to provide content for a particular issue. Publication cannot be guaranteed, but in order to be considered, all materials must be turned in by the first of the month, two months ahead of the issue. For example, the final deadline for publication in the January 2021 issue of the magazine would be Nov. 1, 2020.

Amy Al-Katib
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CASE STUDIES

• In 800 to 1,000 words, this narrative should generally take us from

the description of the setting and original problem, through the design, selection, and installation, to feedback about the project illustrating its success. Include general information about the building — how old is it, how many stories, how many square feet, how many occupants, etc.

• A minimum of one high-res photos of the project is required,

but more are encouraged. Avoid generic product shots and staged photos.

• Quoting the facility owner/managers or those who worked on the project give the story more credibility. These could pertain to the circumstances beforehand, how the project proceeded, or the finished product. These should not be blatant company plugs.
• Mentioning a variety of manufacturers involved will give the story more balance and increase the chances of it getting published.
• Include the names of the manufacturer's rep, the design firm, the mechanical contractor, etc.
• Highlight any unusual or unexpected circumstances, obstacles, or

challenges particular to the design or installation of your application.

• Identify the circumstances leading to the need for the project when it's a retrofit. What system existed prior to the project? What were the performance problems, if any? What were the various options for action, and why were these measures selected?
• Nothing drives the point home like numbers. Provide readers with statistics showing increased efficiency, financial savings, etc., as a result of the project.
• If you have a video of the project, please send it in for publication with the article. If you do not have a video, but you have multiple high-resolution photos of the project, we can create a video of our own. Contact Amy Al-Katib at al-katiba@bnpmedia.com for more details.
• The case study should not be bylined.

PRODUCT RELEASES
Product releases should be approximately 100 words and include company name, product name, company website, and a high-res photo in JPG or TIFF format at 300 dpi.

INDUSTRY NEWS
Submit news about your company, including personnel changes, mergers and acquisitions, major contracts, strategic alliances, customer events, grand openings, expansions, annual conferences, training opportunities, and more. Please include images (not company logos) whenever possible.

VIDEOS
Videos submissions should be under 2 GB in size and less than five minutes in length. Accepted video formats include WMV, FLV, MP4, MOV, MPG, and AVI.