

# the construction specifier

Thank you for your interest in writing for The Construction Specifier.  
Please take a moment to read our guidelines to help you develop your article.

## The Magazine

*The Construction Specifier* is the only publication specifically targeting those professionals who select, recommend, or influence product decisions. It is the official magazine of the Construction Specifications Institute (CSI), with its audience comprising men and women who rely on the magazine for the latest objective information on non-residential and multi-family construction documentation, materials, and methods.

## Technical Features

Features range from 1700 to 4000 words in length, with most falling in the 2000- to 2500-word ballpark. These articles must be technical, balanced, and objective, as they are intended for a specific audience comprising design professionals. Suitable sub-topics can include design considerations, installation tips, material/mechanical properties, documentation strategies, and references to building codes, third-party reports, standards, and testing/manufacturing procedures. In terms of construction materials, all information should be kept generic (*i.e.* no discussion of specific manufacturers, brands, or proprietary formulations).

All measurements should be presented first in metric, followed by imperial in parentheses. A handy resource can be the *Metric Guide for Federal Construction* or the free [www.onlineconversion.com](http://www.onlineconversion.com).

Citing all references is crucial. Any information from an outside source (*e.g.* third-party reports, other articles, industry studies, Web sites) should be attributed in bibliographic form. Ask the editor if this is unclear.

As magazines are a visual medium, we also require photos and—when relevant—figures, details, renderings, graphs, and charts. Photographs can be both technical installation shots or related ‘eye candy.’ (See section on Artwork and Captions for suitable formats.) All photos will be credited as requested. The general format is “Photo courtesy Company X” or “Photo courtesy Architecture Firm Y. Photo © John Doe.” It is the author’s responsibility to ensure all rights to use an image have been secured.

It is highly recommended the author read through previous articles of *The Construction Specifier* to become familiar with magazine style and subject matter, as well as to ensure a new article is not simply a re-tread of an already published piece. Article archives (with keyword search) are available in the Digital Edition section at [www.constructionspecifier.com](http://www.constructionspecifier.com).

## Case Studies and Short Features

Non-proprietary and technical in scope, short features are similar to their longer counterparts. These 500 to 1200-word long articles are intended for the magazine's weekly e-newsletter and website, [www.constructionspecifier.com](http://www.constructionspecifier.com). Also exclusive to the website and e-newsletter are case studies (*i.e.* Form+Function)—bylined project snapshots comprising 400 to 800 words and up to three photos. They should explain why a particular building or structure is 'special' thanks to its materials, construction methods, or project team collaboration.

Web articles should also include a headshot photo of the author(s).

## Columns

Columns appear either in the magazine or on the website, [www.constructionspecifier.com](http://www.constructionspecifier.com). *Horizons* not only covers what we can expect to see down the road for the construction industry, but it also reflects on current knowledge to glean new insights. *Law* discusses legal issues relevant to the construction industry. *Specifications* provides tips for writing and working with specifications, while *Construction* looks at the world of contract administration. *Failures* discusses common building mistakes and offers both reactive and proactive solutions.

Each column is around 600 to 1000 words in length, except *Failures*, which is between 350 and 600 words. Columns require an author photo.

## Editorial queries

*The Construction Specifier* welcomes editorial queries—contact the editor, Erik Missio, at (866) 572-5633, ext. 223. Authors can also submit a five to 10-sentence abstract including the title, intended audience, article's overall purpose, and a brief overview of some of the technical points to be covered. Abstracts can be e-mailed to **[emissio@constructionspecifier.com](mailto:emissio@constructionspecifier.com)** or, if preferred, faxed to (866) 572-5677 (to the attention of Erik Missio).

## Deadlines

Consult the editor on deadlines. Expect to prepare an article up to three months in advance of the intended publication issue. (For example, generally speaking, if you wish to see your article published in the December issue, have it prepared for submission in September.)

## Author responsibilities

No more than three authors can be listed for an article without justification. Authors are responsible for all original statements made in their work. He/she/they must also include a three- to six-sentence biography, detailing position at company/firm, years of experience/technical background, distinctions/designations, industry affiliations, and a contact e-mail or phone number.

Manuscripts are accepted with the understanding they are not under consideration elsewhere. As such, please notify us immediately if your manuscript is being considered by another publisher, or has been published elsewhere, to avoid possible copyright infringement.

## Permissions

You must obtain permissions for each of the following:

- illustrations, figures, or tables taken from other sources;
- quotations over 300 words or 10 percent of the original work, or paraphrases using much of the original wording or sequence of ideas; and
- photographs with identifiable people.

You need not obtain permission for anything in the public domain or falling within the doctrine of fair use. If in doubt, ask the editor.

## Sending articles, artwork, and captions

We prefer Microsoft Word documents (doc or docx), and strongly encourage authors to submit photographs and illustrations (e.g. line drawings, graphs, charts, and tables) to reinforce the content of their article. A caption and the source of each photo or drawing should be attached to each illustration. If images are unavailable, stock photography sites can be used—consult with the editor.

While slides, transparencies, and prints are welcome, digital high-resolution scans are preferred. All such art must be at a resolution of at least 300 dpi. Acceptable file formats include TIFF, EPS, or JPEG, PDF, Adobe Photoshop, and Illustrator files. (Do not send visuals within word processing documents, spreadsheets, or PowerPoint slides—we need individual files, as embedded images are far too low in resolution for printing.)

While some images can be e-mailed directly to the editor, most will be too large and succeed only in slowing down the system. As such, we recommend saving digital files to compact disc and having them mailed/couriered to our production offices.

All art must be sent directly to the editor (Erik Missio), but please mark any couriered packages as 'no commercial value' or '\$1.' Our address is as follows:

*THE CONSTRUCTION SPECIFIER*  
15 Wertheim Court, Suite 710  
Richmond Hill, ON  
L4B 3H7  
Canada

For digital files, other options include Dropbox, HighTail, or the FTP route. For more information on the latter, contact the editor.

## The publication process

Articles will be reviewed for accuracy and relevancy by a member of *The Construction Specifier's* Editorial Advisory Board. All articles will be edited for house style, content, grammar, organization, thoroughness, accuracy, and so forth. To ensure changes do not affect the article's accuracy, authors will receive edited versions for review.

On occasion, an article may be held for a few issues before being published. We make every effort to review articles and inform writers of our decision regarding publication as soon as possible.

## Copyright and the standard publication agreement

Authors whose articles have been accepted for publication will receive a standard publication agreement to sign and return to the editor. Accepted manuscripts become the property of *The Construction Specifier*. In addition, the magazine is copyrighted as a collection and retains all rights to editorial changes, design, and artwork used in an article. It is important to note the publication agreement covers the final, edited article published in the magazine—it does not prevent an author from using the original manuscript to write other articles about the same topic for other sources. Should you have any questions, do not hesitate to contact the editor.

## Writing tips

1. *The Construction Specifier's* house style is modeled after *The Chicago Manual of Style*. This is a handy resource for spelling, grammar, capitalization, etc. Another great reference for writing is *The Elements of Style* by William Strunk Jr. and E. B. White.
2. Present all sides as objectively as possible, acknowledging both advantages and limitations.
3. Grab reader attention through interesting statistics, analogies, quotations, and case studies. Support original statements in your article with researched facts. Give readers practical, usable solutions.
4. Avoid jargon and clichés, use simple language, and make every word count. Readers need organized information presented logically so they can read and absorb it quickly. Be concise and stay focused on your topic, covering it as thoroughly as necessary. Present your information clearly and concisely with bullets, lists, sidebars, resources for further information, glossaries, charts, tables, etc.
5. Leave readers with something to think about. Do not end your article with a summary—a good conclusion adds something new and relevant: a forecast, a challenge, or a clinching bit of evidence.

## 2017 Editorial Calendar

<b>January</b> Concrete Insulation Masonry Acoustics	<b>April</b> Electrical Restrooms/Plumbing Paints & Coatings Flooring	<b>July</b> Wood Roofing Doors & Hardware Flooring	<b>October</b> Concrete Roofing Doors & Hardware Paints & Coatings
<b>February</b> Wood Roofing Waterproofing Doors & Hardware	<b>May</b> Roofing Air Barriers Doors & Hardware Masonry	<b>August</b> Concrete Metals Waterproofing Walls & Ceilings	<b>November</b> Masonry Cladding Glazing Wood
<b>March</b> Concrete Claddings Glazing Metals	<b>June</b> Concrete Insulation Glazing Acoustics	<b>September</b> Masonry HVAC Insulation Glazing	<b>December</b> Metals Flooring Waterproofing Insulation