

**College Planning & Management** is written and edited to meet the business and information needs of the college and university buying team.

#### READERSHIP

- The Executive Level: Presidents, Deans and Chief Administrators.
- The Purchasing Level: Vice Presidents, Directors of business and purchasing.
- The Specifier Level: Managers and Supervisors of facilities planning, physical plant, maintenance, energy management, safety and security, housing/residential life, student unions and technology.
- Architects, Engineers, Construction Managers, Interior Designers, Integrators and Consultants.
- State Higher Education Agencies.

Feature articles provide specific solutions to management and operational issues for all areas of a college or university, including residence halls, offices, classrooms, food services, student unions, technology labs, libraries and recreation facilities.

#### EDITORIAL APPROACH

*CP&M* is a solution-oriented magazine, edited to provide timely, useful information in an easily accessible, graphically exciting format. Our preferred format is case histories that focus on a single college or university. Tell us what specific problems or challenges the university was trying to address, give detail about how the problem was solved, and explain the ramifications. Make sure to ask sources if they made mistakes or gained insights their peers could learn from. We prefer stories with lots of quotes from university personnel, as well as first-person stories.

We occasionally run overview articles, provided they are narrowly focused and explore a single problem. For instance, a piece might look at three colleges' approaches to improving security. "Number" articles (Six Steps to Stronger Roofs) are another common format.

Back-of-the-book application stories focus on how a college or university used a single manufacturer's products or services to solve a narrowly focused problem. These articles run one page or less, are product-oriented, but must provide solid information – not just PR fluff. Quotes from local dealers, contractors, architects, installers, etc., are acceptable in these stories, but we want to hear from end-users too.

#### LENGTH AND STYLE

Most *CP&M* stories run two to four pages published (800 to 1,500 words). Sidebars, pull quotes and charts/graphs/tables are encouraged. Copy must be easy to read without talking down to readers. Use active voice and avoid long, convoluted sentences. Skip the jargon; if you must use an arcane term make sure to explain it. Subheads and bulleted lists are encouraged to break text into easily readable chunks.

#### ARTWORK

Availability of usable artwork can be a major factor in our decision to publish articles. We prefer digital images or color photos. We prefer to work with JPEG and Tiff formats — minimum of 300 dpi at 4 inches by 6 inches. We can also use line art, charts, blueprints, illustrations, etc., and prefer these to be EPS or Tiffs. If the article discusses printed materials used by the school or district (brochures, cards, etc.) send actual samples. Materials should be appropriately packed to avoid damage. Large pieces may be rolled or folded. Make sure to let us know if you want your artwork returned. We also accept digital artwork electronically or on CDs.

#### SUBMISSIONS

For information regarding submission of articles contact **Shannon O'Connor, editor** by phone at **937/550-9874 x103** or by email at [soconnor@1105media.com](mailto:soconnor@1105media.com). We encourage you to contact us first before submitting articles. Submissions targeted to specific items on our editorial calendar must be sent to us six months in advance and should be emailed to the address listed above.