Writing an Article for Designing Electronics North America (DENA)

Hi there. Here are some simple guidelines for writing an article for DENA. Remember that, even though we offer a PDF copy of each issue on our website (www.designing-electronics.com), we are primarily a print publication, which affects factors such as column length and image count.

The first step is to discuss your column with a member of our staff to decide on a topic and agree on the issue in which your column will appear (including the timeline for submission). The three main contacts for this are as follows:

Clive "Max" Maxfield	Editor	max@designing-electronics.com
William Leary	Sales Executive	will@mmgpublishing.com
Mark Leary	Publisher	mark.leary@mmgpublishing.com

NOTE: Our readers are not interested in "marketing fluff." They are interested in components, tools, trends, and techniques pertaining to the designing, testing, and deployment of electronic components, circuits, boards, modules, and systems.

The next step is to agree on the size of your column. Typical sizes are one or two pages, but we do occasionally publish three-page pieces.

For each page we require 500 to 550 words and 1 image, so:

Number of Pages	Number of Words	Number of Images
1	500 to 550	1
2	1,000 to 1,100	2
3	1,500 to 1,650	3

The images should be reasonably sized and of high resolution (print resolution). An image that's only 300x200 pixels will look horrible in print. Feel free to ask questions if you aren't sure.

If you provide fewer/more words and/or fewer/more images than noted above, then we may return your submission or we may edit it to size, but it is much preferred for you to submit the column the way you wish it to appear.

For each column we also require the following:

Headline: 5 to 10 words (typical)
Introduction: 10 to 20 words (typical)
Author Info: Name, position/title, and (if possible) head-and-shoulders image (print resolution)

Apart from the initial capital letter our headlines and introductions are all lowercase (excluding abbreviations and proper nouns, of course).

Example Headline: Dazed and confused about switches?
Example Introduction: Switches are ubiquitous, so why do so few of us use the correct terminology?

The preferred format for the body of the column is reasonably short, punch paragraphs. The use of subtitles is recommended. Three-to-six-word subtitles are typical. Like the main headline, apart from an initial capital letter, our subtitles are all lowercase.

Example Subtitles: How things were
How things are
How things will be

NOTE: No nested subtitles – just one level of subtitles is all we require.

We do support bulleted lists. For example:

- This is one item. It can be as many words as required.
- This is one item. It can be as many words as required.
- This is one item. It can be as many words as required.

We also support numbered lists. For example:

1) This is one item. It can be as many words as required.
2) This is one item. It can be as many words as required.
3) This is one item. It can be as many words as required.

NOTE: No nested bullets – just one level of bullets is all we require.

At the end of the article, please include the URL for your company.

Checklist for Submission

# Pages as agreed with DENA (1, 2, or 3)	☐	Author info provided: Name:	☐
# Words = # Pages x (500 to 550)	☐	Position/Title:	☐
# Images = # Pages x 1	☐	Photo:	☐
Headline included (5 to 10 words)	☐	No nested subtitles:	☐
Introduction included (10 to 20 words)	☐	No nested bullets:	☐
Company URL included	☐		