

*Manufacturing Engineering* magazine encourages you to prepare material for our review. Your submission must be free of commercialism, and the subject matter must be of interest to

engineers and managers involved in metalworking manufacturing. General-interest material is not appropriate. Below is an overview on submitting material. Contact us if you have an article proposal.

**TECHNICAL ARTICLES:** These presentations allow manufacturing technology suppliers to share with our readers insights on and experiences with improved production approaches, technologies, tools and materials. Such tutorial or how-to articles should include a complete update on the state of the art. Extended discussion of historical development is unnecessary; however, several paragraphs of background provide useful perspective. Discuss how the process or method works and compare alternatives, including advantages, limitations and best applications. The byline should be an engineering, technical or senior manufacturing management professional at your company.

**CASE EXAMPLES:** Application case histories are one of the most useful types of editorial that we publish. Limit a submission to 1,000-1,500 words. Make sure to cover the problem (what the user company was doing before), the technical solution and how it was arrived at and specific operating improvements resulting from the change. Cite benefits and results as fully as possible. Include appropriate application-oriented photos. Profiled technologies must be operating in the user's plant for at least six months.

**INDUSTRY AND TECHNICAL NEWS:** Our news departments help readers stay current with manufacturing-related business issues; industry statistics, trends and forecasts; events; and manufacturing research. We encourage supplying us with graphs, charts, tables and photos. A submission also should identify a contact person who we could follow-up with for more details.

**NEW PRODUCTS:** Our product previews feature the latest capital equipment, tools and tooling, machine components and accessories and software for metalworking manufacturing. Releases should be concise, with full specifications, features and benefits explained. Include photography as well.

**GUEST OPINION COLUMNS:** We welcome candidate submissions from industry spokespeople who wish to express strong views about a relevant, timely issue facing today's manufacturing professionals. Contact our chief editor to discuss your proposal for these high-visibility editorial platforms.

**QUALITY SCAN:** This opinion piece looks at the problem of improving manufacturing process and product quality. Authors provide a tip, suggestion or tool that can help the

reader make higher-quality products, while at the same time, taking a definite position as to the value of the tip/tool, and implied or explicit criticism of the way things have been/are being done.

### FORM AND FORMAT:

- Technical articles should average 12-16 typed double-spaced pages (20 maximum), or 3,000-5,000 words; case studies, 1,500 words.
- Your manuscript and all illustrations can be sent via e-mail or on a CD.
- Structure your writing by means of a simple, logical outline. Write in the active voice. Include original material (a new view, data, interpretation or approach). Articles should not disparage competitive methods, processes or products.
- Use appropriate artwork, including photos (action-oriented, sharp, color glossy prints), straightforward charts and graphs (originals needed) and line drawings. Accompany each piece with a caption no longer than 20 words. We suggest using 26 camera-ready illustrations. We can use computer graphic output if it is sharp and clear.
- We require using SI metric units or dual dimensioning for all cited specifications when preparing material for submission.

Our editors are also interested in reviewing appropriate technical and application guides, videos, catalogs, brochures, datasheets or other literature releases. Remember technical papers, internal publications and customer communications often are a good base to begin developing a submission.

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