

*EE Times Asia* welcomes technical papers and technology viewpoints from the industry. Contribute with your skills to help build engineering expertise in the community.

You can contribute technical papers and technology viewpoints/features for publication. We do not pay for submitted articles, but we give you and your company full credit in the by-line. Here are the general guidelines for submitting articles.

### 1. Editorial, not advertisement

Your article should focus on providing technical solutions or viewpoints without presenting a promotional pitch for your company or products. The primary purpose of editorial material is to satisfy our readers' need for information and skills.

### 2. Submit an outline

Start by stating your objectives. You would normally have one or two objectives, such as:

- a) To show how to design... or
- b) Emphasize the importance of...

Follow these objectives with an abstract of what you plan to write. Also, explain why your article will be suitable for an Asian audience. Express yourself within 200 words.

**Deadlines:** *EE Times Asia* is an online publication that can plan publication deadlines working with *you*. In general, aim to send the abstract 45 days before your target date.

If you are also targeting print editions for China and Taiwan, please refer to the print editorial calendar and let the editor know so we can coordinate among our teams across the region. Send the abstract at least 90 days before the print magazine issue date you are targeting.

### 3. Write the article

Technical papers are generally 2,500 words long with up to 6 figures. If you feel you will exceed this limit, think about splitting your paper into two or more logical parts of a series. This helps improve readability and better engages the community.

For technology viewpoints are generally about 800 words but we don't limit your opinion with a word count where such flexibility may help ensure your viewpoints are well argued for best impact on engineers.

The deadline for submitting the final material is 15 days before the publication date you have agreed with the editor.

For print editions in China and Taiwan, the deadline for submitting final copies of technical papers is 60 days before the print issue date.

### 4. Translations

If you want your article to be published in China and Taiwan editions, please send us translations after your article has been approved in English. If your original submission is in a language other than English, please send us the English translation.

### 5. Presentation tips

- Not all readers may be familiar with the standards, acronyms, or jargon you use. Explain them at first mention or in a separate box/table.
- If you require a product-specific application to explain a concept, highlight it as a real-world example (or reference design) without promoting the product or company.
- Illustrate your presentation to attract reader attention. Provide descriptive captions for illustrations.
- Using an active voice with a conversational tone will take your article further: use "you", like one engineer talking to another. Use short sentences—they are easier to read.

## 6. Copyright issues

Please submit your article to only one publication at a time. When you submit your article, we assume that it is EXCLUSIVELY for publication by UBM.

If your article has been published, including on the public pages of your own website or newsletters, let us know. Should the original publisher hold the copyright, ensure you have permission to publish the paper on *EE Times Asia* and inform us about it.

Please note that copyrights to content published on *EE Times Asia* are held by UBM Asia Ltd.

## 7. Your checklist

Make sure you have all the material ready to go at one time:

- a) An electronic copy of your article in rich-text (\*.rtf) or MS Word (\*.doc) format. Include references to figures, captions, and sidebars in this file. E-mail this file to our editors.
- b) Electronic copies of figures and photographs saved as high-resolution (minimum 300dpi) \*.JPG or \*.TIF files. We prefer these files e-mailed to us, but if the file size restricts convenient e-mailing, please send them via online services like Dropbox, Box, Hightail, Google Docs or a similar service.
- c) If, for some reason, you are unable to provide illustrations in any of the above-mentioned formats, consult our editors.
- d) Include the author's
  - i. full name, job title, department and company name,
  - ii. telephone number and e-mail address, and
  - iii. a short biography (about 60 words) with photo (bust).

We don't publish contact details but enable the engineering community to get in touch with the author through our database. The contact details will also be used by editors to ask questions during the editing process.

- e) Send your article proposals to Vivek Nanda (vivek.nanda@ubm.com).

We often receive more articles than we can publish. We select articles based on the informational value to readers. If, for some reason, your article does not fit the editorial focus or the guidelines, we will inform you.

### Notes:

1. Inquire directly with Vivek Nanda (vivek.nanda@ubm.com), if you wish to own a blog aimed at *EE Times Asia's* engineering community.
2. You can submit your latest app notes for publication. We will write about them and publish them as PDF files without any modification. You do not need to propose app notes; simply email them. Do include reader contact information, preferably that for Sales or Field Application Engineering.
3. To submit company and product announcements, please email [pressbox.asia@ubm.com](mailto:pressbox.asia@ubm.com). For further guidelines, follow this link: <http://www.eetasia.com/STATIC/SITE/SBMPRES.HTM>.

