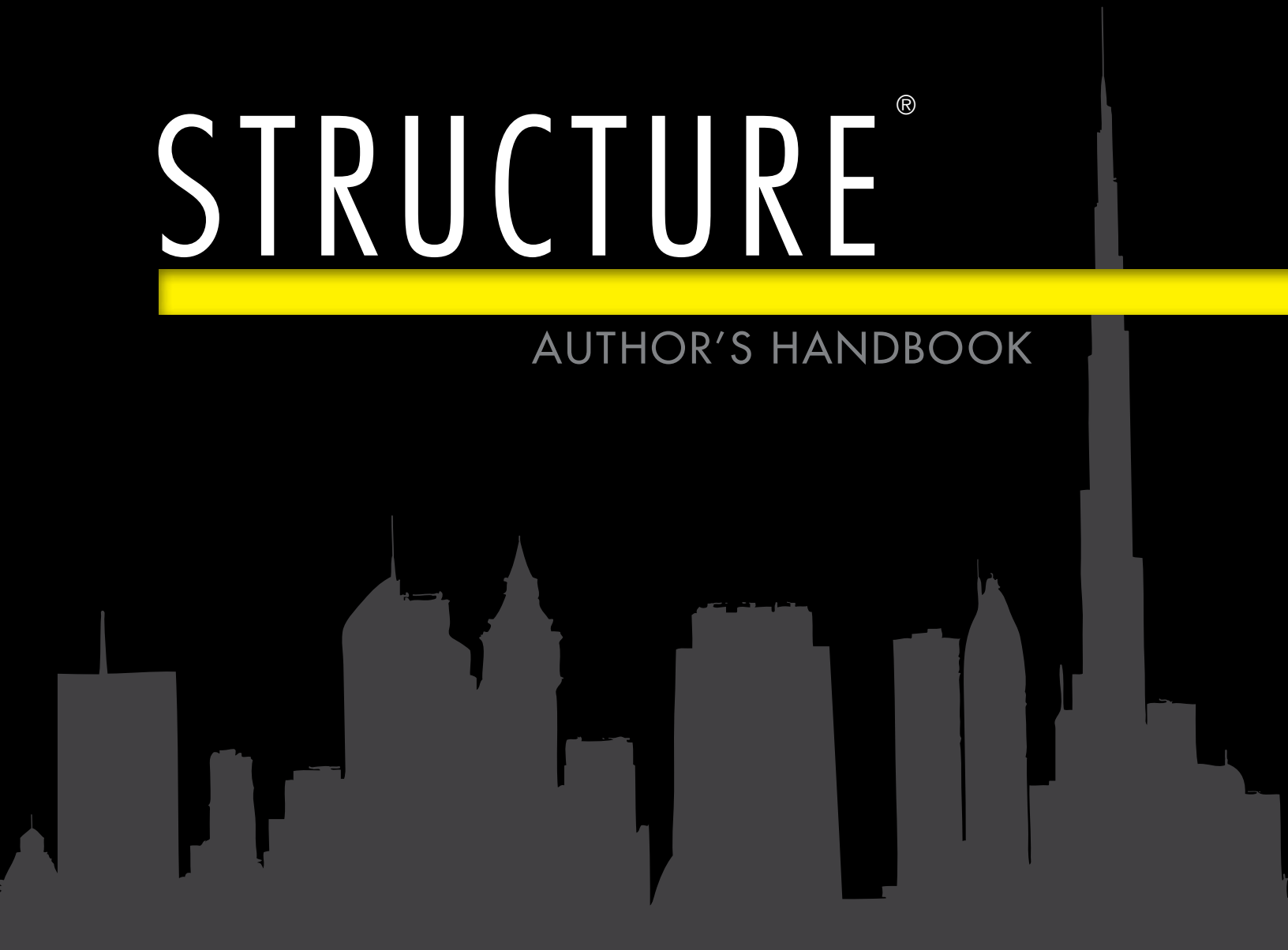


# STRUCTURE<sup>®</sup>

AUTHOR'S HANDBOOK



# Welcome!

Please review our guidelines carefully. An understanding of STRUCTURE's parameters for articles will provide you with a sound basis for submitting articles that end up in print!



## STRUCTURE®

The Practicing Structural Engineer's Resource

### Vision

STRUCTURE magazine will be the premier resource for practicing structural engineers.

### Mission

The Editorial Board will engage, enlighten, and empower structural engineers by publishing interesting, informative, and inspirational content in STRUCTURE magazine that is professionally relevant, technically reliable, and intellectually refreshing

### Objectives

Through STRUCTURE magazine, the Editorial Board will:

Disseminate useful tips, tools, and techniques that will help structural engineers increase the quality, productivity, and profitability of their work.

Introduce new and innovative concepts in structural engineering through project descriptions, case studies, lessons learned, and other approaches.

Promote structural engineering as a true profession, not merely a technical avocation, and highlight how it is unique from the other design disciplines.

Thank you for your interest in STRUCTURE® magazine. As a premier publication of the National Council of Structural Engineers Associations (NCSEA), the Structural Engineering Institute (SEI) of ASCE, and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with every member of the leading structural engineering associations in the United States. STRUCTURE content is information readers refer to, time and again.

We stress that the publication is a *magazine*. Our goal is to provide structural engineers with casual reading on materials, techniques, professional issues, resources, and more. With each article, we strive to provide a detailed overview of the subject, and encourage readers to reach out for more in-depth information. STRUCTURE is not a journal. Lengthy, in-depth papers are not standard fare in the magazine.

Our publication is unique; its oversight is provided by an Editorial Board comprised of structural engineers representing a wide cross-section of specialties. The Editorial Board's oversight has made STRUCTURE magazine the premier resource for practicing structural engineers... quality content generated by SE's for SE's.

In addition to assisting in developing/maintaining the magazine's annual Editorial Calendar, Editorial Board members are the primary contacts for STRUCTURE's authors. Whether an author is contacted by the magazine to write an article, or he/she has presented an abstract that has been approved for a future issue, an Editorial Board member is assigned to each article proposed for print. These "Shepherds" assist authors with content, criteria, deadlines, article reviews and more.

We look forward to working with you!

# Article Guidelines and Rules

Remember that articles must be of interest as information to the reader. In general, it is important to write articles that are informative, timely, and practical to structural engineers. We remind authors that STRUCTURE magazine is not a refereed journal. As such, lengthy and detailed “papers” **will not be accepted**.

Appropriate content for STRUCTURE magazine includes Technical, Project, Product, InSights, and Forum articles, as well as Letters to the Editor; they should be original and not previously published or concurrently submitted elsewhere. Prospective authors may offer articles, or STRUCTURE magazine may invite articles from individuals or organizations.

No articles are guaranteed publication; all articles are subject to the same scrutiny before acceptance, regardless of the source.

For invited articles, STRUCTURE magazine may provide an abstract to guide the author on key points of interest.

Editorial Board members are assigned to articles and authors to clarify requirements and assist with content. These “Shepherds” are a resource for article criteria, review, and deadlines.

When preparing an article, consider the following:

- Use simple, clear language and include definitions of terms and abbreviations.
- Start with a clear and logical structure for your information.
- Outline main points. Do your points follow logically?
- Keep similar topics together in the flow of the article.
- Write in plain English. Avoid jargon. Use short words.
- You are writing for a publication of general interest. An appropriate rule is to write as if you were describing the contents of your article to a colleague or friend.
- Avoid the inclusion of mathematical equations, unless absolutely necessary.
- Laudatory language and self-promotion are prohibited.
- Do not write in the first person.
- Avoid the use of passive voice (“The project was designed ...”).

**References are not published in the magazine**, but should be provided on a separate page for posting in the online version of the article on the STRUCTURE magazine website. This allows the reader to access additional information on the topic. Be cautious about including references to Web pages, as websites change frequently, and may or may not be stable.

When an article contains **symbols** and **unusual characters**, as in formulas, it can be helpful to fax a copy of the article to the Editor at 608-524-4432. This ensures that electronic transmissions and differences in word processing programs do not alter the symbol(s) in any way.



Other general rules to remember while developing your article include:

- **No more than three authors will receive byline credits.** It is the primary author’s responsibility to obtain article approval from all author’s prior to submission. If the Publisher encounters disagreement between authors at the time of “layout review,” it is likely that the article will be pulled until the issues are resolved.
- No more than 3 to 5 graphics (including all photographs, figures and drawings) should accompany articles, unless the author and Shepherd agree to a need for more graphics to adequately express information and reduce the amount of text to compensate.
- Limit the use of tables. Although they are useful to present data, remember that large tables can significantly reduce the number of words that will fit into the printable space allotted for your article.
- Generally, the extensive use of quotes in articles is discouraged, since authors should be knowledgeable enough about their subject matter to use their own words and not rely on other authorities. However, an occasional well-phrased quote that helpfully bolsters a specific point that the author is making will usually not be a problem. In all cases, the Publisher reserves the right to edit the article and will make the final decision in the matter.
- **All submissions** must include a byline, and a one or two-sentence description of the author(s). Each Author Tag should also include an email address or telephone number for readers to contact you for more information. Lengthy biographies and/or resumes are not acceptable. Author photographs will not be included with any article.
- When submitting an article, please include your full name, title, current affiliation, and email address, as requested on the Author forms.
- Include at least five (5) keywords with every article. All printed articles are posted on the STRUCTURE website. Keywords will facilitate searching for your article on-line.
- All submissions must be accompanied by appropriate signed Forms (see [Forms section](#)). The article will not be published unless appropriate forms are received at the Publisher prior to final article deadlines.



## ARTICLE TYPES

In general, STRUCTURE magazine prints the following types/lengths of articles:

Technical Articles	1,800 to 2,400 words
Project Articles	1,200 to 1,600 words
Forum Articles	800 to 1,000 words
Product Articles	800 to 1,000 words
InSights Articles	700 to 900 words
Letters	100 to 200 words

Our goal for the printed article is tied to the number of pages available. Page count is based on a combination of word counts and the number of graphics in the article. The word counts listed here will be reduced, depending on the number and size of graphics and tables, to fit printed page limitations. Examples can be provided upon request.

Descriptions of these general article types, including suggestions and restrictions, are included below.

## TECHNICAL ARTICLES

These articles present technical information on subjects of interest to structural engineers. Topics can include:

- Codes and standards
- Design and analysis
- Technology advances and their use by structural engineers
- Business practices, management, growth, and other business topics
- Education, professional development, and licensure

Technical articles should be **no more than 2,400 words**, and include figures, graphics or other images appropriate to the topic to add visual interest. Please remember that extra graphics and tables will reduce the maximum word count. (See [Graphics Guidelines](#) for information on type, resolution and submission.)

Include Author(s) contact information, so that the reader may have a point of reference for possible questions.

## PROJECT ARTICLES

Project Articles should be informative. By definition, a project is something that has been or will be undertaken. These articles should not be written about theory.

To be of interest to STRUCTURE magazine readers, project articles must include unique structural aspects, unusual and/or innovative structural solutions, etc. These aspects should be able to be used by the readers on their own projects. Consider providing:

- Introduction or overview of the project, including why it is exemplary. This portion of the article should be in a newsworthy format, easily read.
- Brief descriptions of project details. Do not include design details to the extreme, or design formulas.

Authors should include as much information as possible that would be of technical interest to practicing structural engineers, such as:

- Structural engineering design features of interest, including special design criteria.
- What is the most significant item in the design?
- Describe any unique challenges.
- Special lessons learned from the design and construction.
- Special conditions, design or research.
- Applicable codes and standards.
- Loadings when appropriate.
- Computer programs used for design and document preparation.
- Costs if appropriate.
- Photographs or graphics depicting design features, construction, unusual elements, etc.
- A listing of **Project Team Members** including city and state of applicable office of:
  - SER—design and/or construction, where appropriate
  - Owner
  - Architect of Record
  - Contractors (primary and specialty)
  - Fabricators, where appropriate
  - Other integral team members, such as landscape architects, mechanical, HVAC, etc.
  - Structural software used

Project articles should be **no more than 1,600 words**, and should include at least three general photographs/figures/drawings relating to the material discussed in the article. Graphics can include construction and/or completed project photographs, renderings, line drawings, etc. Please remember that extra graphics and tables will reduce the maximum word count. (See [Graphics Guidelines](#) for information on type, resolution and submission.)

Include Author(s) contact information, so that the reader may have a point of reference for possible questions.

## FORUM ARTICLES

Forum articles express opinions on issues relevant to the structural engineering profession. They may take a point/counterpoint form with two opposing opinions, or may present only a single view. Forum articles may be critical of the profession, but criticism must be constructive. Slander or libelous statements are prohibited.

By nature, Forum articles may be controversial. They should encourage healthy debate. STRUCTURE magazine will encourage readers to add to the discussion by submitting comments for possible future publication.

Forum articles are limited to a **maximum of 1,000 words**. If graphics are provided, please remember that graphics and tables will reduce the maximum word count.

## INSIGHTS ARTICLES

InSights articles are written about trends, changing technologies, material updates, etc. These articles are limited to one page in length, and are intended to notify structural engineers of evolving issues. InSights articles are limited to a **maximum of 900 words** and may include a graphic. Please remember that extra graphics and tables will reduce the maximum word count. (See [Graphics Guidelines](#) for information on type, resolution and submission.)

## PRODUCT ARTICLES

Product articles should be non-vendor-specific and are limited to a **maximum of 1,000 words**. Articles that essentially promote a particular company, product or service are not considered publishable; contact the **Publisher** for advertising opportunities. Please send an outline prior to submitting a product story.

Product stories should include figures, graphs, or other visual aids appropriate to the topic. Please remember that extra graphics and tables will reduce the maximum word count.

## LETTERS TO THE EDITOR

Letters to the Editor are encouraged. Guidelines for submission of Letters to the Editor include:

- The subject of the letter must be relevant to an article, editorial, or column in STRUCTURE magazine, printed within the last three issues (determined by the date of receipt of the letter by the Publisher).
- Letters to the Editor should be **no longer than 200 words**, and must be signed.
- All letters will be reviewed by the Chair of the Editorial Board, Editor and Publisher. The Chair and Editor will have the final say regarding what is printed.
- Editor and Publisher reserve the right to edit the letter. Also, in some cases, only a portion of the letter may be printed.
- In some cases, STRUCTURE will provide the author of the original referenced article an opportunity to provide a response to the Letter.
- Due to space constraints, letters to the editor may not be published in the print magazine. However, Letters to the Editor are published to the STRUCTURE website regularly.



## PROJECT TEAM

If your article describes a project, research study, or other undertaking that involves a group or team, please include a Project Team listing. Team listings should include Company Name (or University, Group, etc.), City, State, and the Company's role on the project. (See page 3 under *Project Articles* for more detail on [Project Teams](#).)

# Writing Tips

## CREATE A WORKING TITLE

Your working title helps focus your ideas. Make it brief (three to six words), use an active verb, and aim to be clever but not obtuse. If you cannot limit the title to three to six words, consider breaking the title into a title and subtitle.

## WRITE A LEAD SENTENCE OR PARAGRAPH

This should compel your audience to read the article. A surprising statistic, a witty or shocking quotation, a question, a scenario, or an analogy, are among the devices you can incorporate into a lead. Most important, your lead must be relevant to your topic and get to the point quickly. What is the purpose of your story?

## THE BODY OF THE ARTICLE

Use headings/subheadings in the manuscript to signal to the reader the direction and focus the story is taking.

Be comprehensive. Use details that add clarity. Provide statistics, dates, and quantities that support your points.

Pertinent information that is related but perhaps self-contained (e.g., steps in a process or a list of resources) can often be organized in a sidebar – a box of information that stands apart from, but within, the article. Sidebars are included in maximum word counts.

## IN CONCLUSION

Make your conclusion as memorable as your lead. To quote the editors of Harvard Business Review, “A good conclusion adds something new, but relevant, to the article – a forecast, a challenge, a clinching bit of evidence, or, ideally, something to do on Monday morning.”

## PROVIDE THE BY-LINE

That is, the full name(s) of the author(s). Include appropriate suffixes (e.g. Ph.D., P.E., S.E., SECB). A maximum of three authors are permitted for printed articles.

## PROVIDE THE AUTHOR INFORMATION

Write a one- or two-sentence Author Tag for each author that includes an email address or telephone number for readers to contact you for more information. Lengthy biographies and/



or resumes are not acceptable Author Tags. Also include full name, title, current affiliation, location, and contact information for all authors at the end of the manuscript.

## EDIT AND RE-WRITE

Edit your article thoroughly at least twice. Delete unnecessary words and phrases. Turn passive sentences into active ones. Move paragraphs to achieve continuity.

Rewrite entire sections. Make sure that every paragraph follows logically from the one before it. Introduce subheadings at least every other page. Don't be satisfied until every sentence says precisely what you want it to say.

## TECHNICAL TIPS

- Spell out measurements and other abbreviations (e.g. “inches”, not “in.”; “feet”, not “ft.”). Do not use symbols to replace words (e.g. " for inch; ' for feet).
- If an organization, code, or other title has an acronym, spell it out once (the first time it is used) and provide the acronym. After that, you only need to use the acronym; e.g., the National Council of Structural Engineers Associations (NCSEA); after this reference, the acronym NCSEA can be used on its own.
- Avoid the inclusion of mathematical equations, unless absolutely necessary. When an article contains **symbols** and **unusual characters**, as in formulas, consider faxing a copy of the article to the Publisher. This ensures that electronic transmissions and differences in word processing programs do not alter the symbol(s) in any way.
- All graphics, illustrations, line art, and photographs used with articles in STRUCTURE are labeled as **Figures**. If you will refer to a graphic in your article, use the term Figure

for all of them (do not switch from Figure to Photograph to Drawing labels within the article). Begin numbering with the first time you reference a graphic, and proceed with numbering logically.

- Write in plain English. Avoid jargon. Use short words.
- Do not write in the first person. (e.g., “We provided several alternatives, each incorporating different materials.” Instead write, “The design firm provided several alternatives, each incorporating different materials.” Replace “I” with “the author”.)
- Write in an active, not passive, voice. A simple tip on defining passive sentences is to look for the word “by”, or sentences that could be expanded with “by me,” “by the designer,” “by them,” etc. Or, look for instances when the “what” of the verb begins the sentence. To change the voice to active, replace “by” with the active form of the verb referenced; then, make the “what” of the verb end the sentence. For example:

Passive voice	Active voice
The music is <i>heard</i> by me.	I <i>hear</i> the music.
The music is <i>being heard</i> by me.	I am <i>hearing</i> the music.
The music was <i>being heard</i> by me.	I was <i>hearing</i> the music.
The music <i>had been heard</i> by me.	I <i>had heard</i> the music.
The music <i>will be heard</i> by me.	I <i>will hear</i> the music.



## DIMENSIONS

Dimensions should be in English units whenever possible. Metric equivalents can be included in parentheses after the English unit. Spell out units whenever feasible; in particular, do not use ' or " marks to denote feet and inches. For example, do not use 5'. Use **5 feet** instead.

## DOUBLE-CHECK ARTICLE ACCURACY

Review your original source material and verify every name, date, fact and figure. Content accuracy is your responsibility, not that of NCSEA, CASE, SEI, the Publisher, or the Editorial Board.

All articles and graphics will be submitted directly to the Shepherd assigned to your article. All Forms should be emailed/ faxed directly to the Publisher. Your Shepherd will provide you with his/her contact information. **Contact information** for the Publisher is included at the end of this document (page 11).

# Submission Guidelines

The length of article will be based on word count for ease of reference, and should be discussed prior to submission. Articles must be submitted in electronic format. Electronic formats must be PC compatible, in MS Word, Word Perfect, .txt, or .rtf. **PDF formats are not acceptable.** Avoid any additional formatting, unless the author is trying to emphasize portions for the editorial staff. Include full name, title, current affiliation, location and contact information for all authors at the end of the manuscript.

Do not submit graphics within articles. These embedded graphics cannot be used in print. You may submit a second version of the article with graphics embedded to provide graphic placement/layout suggestions. It is preferred that the “layout” version of the article be submitted in PDF format. A “layout” version is not a replacement for the text-only electronic version noted above.

Unsolicited articles should be submitted in abstract form first. If the article concept is accepted for publication, a Shepherd will be assigned to explain the magazine’s perception of content for the expanded article, criteria, deadlines, etc.

Articles submitted for publication should be original, and not previously published or under consideration for publication elsewhere. All articles published become the copyrighted property of NCSEA. Authors are required to sign and submit the unaltered “New Material Assurance Form” prior to publication. Reprint of the article in other venues, as printed in the magazine, will be by permission of NCSEA only.

Copyright refers to the article as printed, not the intellectual content. Authors are free to use the content, in a re-written article, in other venues. Graphics remain the property of the author, but release for use in STRUCTURE also grants permission for the magazine to use a credited copy of the graphic in a future issue(s). (See [Forms section](#).)

The Publisher assumes that materials submitted for publication are properly available for general dissemination to the readership of the publication for which the article is intended. It is the responsibility of the author(s), not STRUCTURE magazine, to determine whether disclosure of material requires prior consent from other parties, and if so, to obtain it.

The Editorial Board may consider the inclusion of previously published articles upon receipt of appropriate written permission of the original author and/or publisher. If the article is a reprint, the unaltered “Reprint Consent Form” will be required for all components prior to publication. (See [Forms section](#).)

## ARTICLE ACCEPTANCE

Manuscripts/abstracts are evaluated based on originality of topics, readability, soundness of content, timeliness, and interest to our readers. We may accept your article outright, or accept it contingent on your revision(s). All accepted articles are subject to editing for style, clarity, unacceptable language and grammar, and length.

The Publisher assumes that all authors have approved article content *before* the article is submitted for publication. If the Publisher encounters disagreement between authors at the time of “layout review,” it is likely that the article will be pulled until the issues are resolved.

## ISSUE ASSIGNMENT AND EDITING

Your article will be assigned an issue upon agreement to write the article. In rare cases when STRUCTURE magazine has either too much material for a given issue, or needs to publish an article immediately, your article may be moved to another issue. Please note that Shepherds will suggest changes for article length and readability. Should the author not be comfortable with suggested changes, the article can be pulled from consideration for publication.

Your writing style is your own, and we make every attempt to preserve it as we prepare your manuscript for publication. We do try to make the copy as substantive, clear, and lively as possible. If your article is substantially revised, we will send you the edited version, and you will have approximately three days to review it.

The Publisher provides authors with a courtesy review copy of the article “as laid out.” This quick final review is to ensure that photos and captions are appropriately paired, symbols and other non-standard items are correct, etc. Your review is limited to graphical layout and any errors in text. Please refrain from large edits and re-writing of the article. Substantive changes to article content are not permitted during this review. If content changes are required at this stage, the article may be pulled and printed in a future issue.

If questions arise after that, we will call you, but otherwise, the next time you see your article will be when it is in print!

Please refer to the [Graphics Guidelines](#) section for information on submitting artwork, figures, line drawings, photographs, etc.



# Graphics Guidelines

Photos, drawings, and other graphics not only add information, but provide appeal to an article as well. When submitting your article, include good-quality artwork. Remember that, in general, graphics are limited to 3–5 per article. Also, images and tables reduce maximum word counts. More graphics may be appropriate to your article; however, text length may have to be shortened to accommodate them. Supplied artwork, graphics and photographs should follow the mechanical specifications noted below.

The Publisher offers an Intranet for uploading/submitting large graphics files. Please contact the Publisher's Graphics Department for uploading instructions (*refer to the [Contact Us section](#) of this document*).

Digital images are acceptable and may be sent electronically via email, uploaded to our Intranet site, or submitted on DVD-ROM, or CD-ROM storage mediums. The Publisher may offer non-copyright stock images for use with the article.

Each image must be submitted as an **individual file**. Acceptable formats include JPEG, TIF, EPS, or high-resolution PDF. Do not send GIF files. All images should be submitted at the highest resolution possible (minimum 300 DPI). All the text in the photo, graphic, or drawing must be readable at print resolution or the graphic will not be included in your article.

Do not submit graphics embedded in a word processing document. Photos embedded in word processing documents are helpful for determining placement in your article, however, individual files must still be submitted.

If your photograph was prepared digitally (i.e. with a digital camera or as a screen shot), please use the highest possible resolution setting (300 dpi or greater). Low resolution graphics **CANNOT** be digitally enlarged. Low resolution electronic artwork and photos will not be printed.

If you have a graphic that you would like to submit as a possible cover option, it needs to be at least 7"x10" at 300 DPI.

In-Design, Photoshop, and Illustrator files are acceptable. All fonts and graphics used must accompany these files. Supporting files must be correctly linked to the document.



Make sure that your graphics submission is accompanied by a listing of all captions, clearly linked to each image's file name (*see the [Forms section](#)*). If there are copyright references necessary for any graphics, include them in the captions.

Please contact the Publisher's **Graphics Department** if you have any questions regarding graphics preparation and submission.

Article graphics must be submitted to the publisher's cloud storage. A link to the site can be found on the STRUCTURE website ([www.STRUCTUREmag.org](http://www.STRUCTUREmag.org)) on the For Authors page. Contact your Shepherd or the publisher for instructions that include login credentials.

# Author Checklist

- Is this an original work that has not been published elsewhere? Reprints will be published only with prior Editorial Board approval and appropriate permission forms.
- Does this article promote a specific product, service or company? If so, reconsider.
- Is this an unsolicited article? If so, please submit an abstract for consideration.
- Did you read and follow the [Article Guidelines](#) and [Writing Tips](#)?
- Did you read and follow the [Submission Guidelines](#)?
- Did you read and follow the [Graphics Submission Guidelines](#)?
- Does the article contain a byline and a one- or two-sentence description of the author(s)?
- Have all co-authors reviewed and approved the article and graphics prior to submission for publication?
- Did you include appropriate graphics, with captions and any photo credits if applicable?
- Are your graphics submitted as individual files formatted as JPG, TIF, EPS, PICT, or high-resolution PDF? Are all graphics at a minimum resolution of 300 DPI?
- If your article contains symbols or unusual characters, did you fax a copy of the article to the Publisher?
- Will you submit the article as an acceptable digital word processing or text file via e-mail, ZIP disk, DVD-ROM, or CD-ROM?
- Have you provided a minimum of five (5) keywords with your article and/or on the appropriate form?
- Have you forwarded a signed hard copy of all pertinent forms to the Publisher?

Author Intent Form

New Material Assurance Form

[Graphic/Caption Listing Sheet](#)

Reprint Consent Form

# Authorizations/Assurances

## CONGRATULATIONS!

The hard work is done. Your article is complete and you are ready to submit it for publication.

Now comes the fun part...the paperwork! OK...not the most fun you have ever had, but nevertheless, necessary. The appropriate form(s) and all graphics information **MUST** be submitted before it will be considered for publication. Here's how to determine what to submit:

### Step I

Decide which form to submit...

Has this article been published anywhere else?

If yes, it is considered a "reprint". Please complete the *Reprint Consent Form*.

If no, please complete the *New Material Assurance Form*.

### Step II

Graphics are an integral part of your article. Clearly identify all graphics...

Here are important instructions for submitting graphics:

1. Have you read the [Graphics Guidelines?](#)
2. Provide a list of filenames for the graphics files that you will submit. It can be helpful to number the graphics submitted and include the number in the filename.
3. Please note the format of the graphic. (e.g., slide, photo, camera ready art, brochure, digital, etc.)
4. Captions enhance the article. Please suggest a caption for each photo/ graphic. We urge you to use the attached [Graphic/Caption Listing Sheet](#). (If you provide your own listing, please do so as an additional page in your text document. Please remember to associate each graphic caption with its corresponding filename, to facilitate matching captions to figures.)
5. For all copyrights held by others, include the copyright owner in the caption. And, credit the photographer (if possible).
6. To submit your graphics, use the link on the STRUCTURE website. (See [Graphic Guidelines](#), page 8)

### Step III

Sit back and relax...

We will contact you with any questions/comments and an opportunity to review the edited copy and layout.

Thank you for your submission. We look forward to working with you!