

Owners Perspective Magazine Publication & Editorial Guidelines

NOTE: Also see the COAA Style Guide for more information and direction regarding graphics, typography, and other publishing criteria.

Article Submissions Welcomed!

The Construction Owners Association of America (COAA) welcomes quality article submissions from industry professionals. Submissions are subject to content review and editorial revision by the editorial committee and/or the publisher, and by contributing editors who provide content as well as input and direction for the publication.

All articles are edited and reviewed for content and style. Authors do not necessarily need to be members of COAA.

Purpose

COAA has established high standards for the content we publish. Our members and audience expect our publications to set the standard when it comes to educational, informative, and thought-provoking content for construction owners.

The purpose of these guidelines is to make it easier for authors to create articles and other materials that COAA will accept for publication.

Editorial Guidelines

These guidelines help inform the Communications Committee's process of evaluating the acceptability and relevance of submitted content. Authors and other submitters of content are advised to apply these when deciding whether or not to submit content for consideration.

Content/Audience

- Provides problem-solving advice, lessons learned, or valuable new ideas to construction owners
- Does not promote your product or service as the only possible solution (considers and mentions other approaches)
- Free of statements that may be perceived as insulting or offensive to our owner and associate members. For example, "Construction Owners often don't understand construction scheduling" or "Most contractors nickel and dime Owners every chance they get"
- Uses generally-accepted industry terminology (see NAWIC's Construction Dictionary or dictionaryofconstruction.com)
- Two-sentence author bio, describing credentials and contact info, included at end of article

Structure/Style/Readability

- Includes an introduction and conclusion/summary
- Uses subheadings to the maximum extent possible
- No paragraphs longer than four sentences
- No sentences longer than 20 words

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Graphics/Media

- Photography or graphics included (in separate JPEG, TIFF, or EPS format)
- 300 dpi (3 inches in width) author headshot provided as separate JPEG or TIFF
- Links to related videos are encouraged since the OP magazine is digital, provided the content is authorized

Submit Articles To:

Construction Owners Association of America

hferguson@coaa.org

Abstracts Accepted

Article abstracts may be submitted by industry professionals for review by the editorial team. Abstracts should offer a brief description of the intended content and author credentials.

Editorial Advice

COAA members are technically knowledgeable, intelligent, and experienced construction professionals. Be mindful of your audience. Keep your writing conversational and free of blatant advertorial text. Provide documentation of resources that would help the reader continue to learn about the topic you are covering. Offer additional resources or bibliography references as appropriate.

Honoraria

Except in the case of paid professional writers, COAA does not offer monetary compensation to contributors for their work.

Copyrights

Submissions made to COAA are owned by both the contributor and COAA. By submitting an article, you are giving COAA the right to publish the article directly or through our publishing partners. If there are restrictions regarding where or how your article can be published, you must identify these at the time of submission.

Complaints and Corrections

Concerns about the accuracy of your printed article should be reported immediately to COAA, which will investigate the matter. If a correction is in order, it will be printed prominently in the next issue.