

Excavation Safety Magazine Guidelines

Overview

Excavation Safety Magazine is a quarterly magazine designed to educate key players in safe excavation and damage prevention and serve as a forum for new ideas to advance the industry. Articles must be original, and not run-in other publications. Articles are written by subject matter experts who are respected for their in-depth industry knowledge.

Issue	Publish Date	Article Deadline	Spotlight
Spring	February 2023	November 21, 2022	Electric Telecommunications Locate
Summer	June 2023	March 21, 2023	Water Vacuum Excavation
Fall	September 2023	June 20, 2023	Gas & Oil GIS
Winter	November 2023	September 5, 2023	New Technology

Submit Files To: Karin@IR-SavingLives.com

Audience

Excavation Safety Magazine addresses the interests of all stakeholder groups and all affected disciplines. The magazine reaches claims, contractors, investigators, engineers, facility maintenance companies, Facility Notification Center members, facility owners and operators, public awareness, public works departments, purchasing and procurement representatives, risk management operations, safety and training and others who protect the underground infrastructure and impact damage prevention and excavation safety. It is read by seasoned professionals as well as people new to the industry.

Print & Digital

Our print edition is distributed to over 15,000 across the United States. To help make the **Excavation Safety Magazine** available to more readers, we also produce a digital version of each issue. Our digital version includes all pages offered in print and could feature digitally exclusive content. The digital issue is emailed to over 40,000 inboxes as well as provided to damage prevention partner organizations allowing them to send it out to interested parties in their areas.

Submitted articles may be placed in either the print or digital version based on Editor's discretion. Articles appearing in the magazine are also posted to the Excavation Safety Magazine website which receives 8,500 monthly website impressions.

Sales-Based Content

Excavation Safety Magazine works diligently to maintain the reputation it has earned as an educational publication by strict enforcement of the article guidelines. This reputation enhances the integrity of the content we provide and the credibility of the authors who provide it. Articles may be subject to advisory board review and will be rejected if found to contain excessive sales-based content. Articles chosen for publication may be subject to editing.

Limited Image Use Agreement

All images provided are assumed to be provided to Infrastructure Resources, LLC for unlimited ongoing use, including public sharing in the **Excavation Safety Magazine** library and accompanying other articles in future publications. The included Image Usage Agreement must be completed for all submitted photos and graphics for which you wish to limit use.

Article Guidelines

- One page of content contains 500-600 words with 2-3 images. Two pages of content contains 1,000-1,200 words with 5-6 images.
- When possible, all stakeholders should be considered regarding content.
- Focus on positive outcomes.
- Design your article to contain specific takeaway ideas readers can put to work. These ideas may be highlighted throughout or summarized at the end of the article.

- When appropriate, use bullet points, sub-headings, numbers, or steps.
- Readers relate better to examples over theory. Cite examples or case studies often.
- Technology introduction articles are designed to give a quick understanding of how the specific tech can help them, as well as an overview of how it works.
- Articles are selected for publication based on suitability and space allocation, at the magazine's discretion.
- Articles may be used by publisher in print, digital, or any other format including social media.
- The author of the article warrants the work submitted meets appropriate criteria and does not infringe upon any copyright or intellectual property laws.
- Absolutely no sales- or marketing-based content allowed.
- Try to avoid industry acronyms and jargon which newer members to the industry may not understand. If an industry term is required, include a footnote explanation.

Photos & Graphics

- Photos and other graphics help readers understand the article's message and will draw them to the article.
- Acceptable images include (but are not limited to): action shots, products in use, company logos, charts, graphs.
 - Graphics (such as tables in Excel) should be converted to a .pdf, .jpg or .tif file.
- Unacceptable images include (but are not limited to): product marketing shots, images that disparage another company/product, images not owned by the author, web images.
- Photos and graphic images must be submitted in the following formats/sizes:
 - Adobe Illustrator eps or ai files, any size
 - Photoshop, jpeg or eps file, minimum of 300 dpi, as large as possible
- Submit images as separate files. Do NOT embed images in the document.
- You are welcome and encouraged to send an assortment of photographs and graphics.

Submitted Articles Should Include:

- Author's name and title as it should appear in print.
- Affiliations with industry associations for the byline.
- Short Bio (2-3 sentences) on Author's industry background for the byline.
- Author's email and phone number if it is authorized for publication.
- Article content as a .doc, .txt, or .pdf file
 - No formatting required
- Associated photos or graphics as separate files according to the standards above

Excavation Safety Magazine Image Use Agreement

To ensure the use of photographs, logos, and all other electronic images are handled responsibly and used appropriately, Infrastructure Resources, LLC requests the following information for each image submitted.

<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>Credit verbiage:</i> _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>	<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>Credit verbiage:</i> _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>
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Images NOT accompanied by this agreement will be considered as provided to Infrastructure Resources for unlimited ongoing use including inclusion in the dp-PRO Photo library and future publications.

I, _____, a representative of _____ confirm that Infrastructure Resources LLC has authorization to use the images denoted above according to the restrictions set forth in this agreement without any copyright infringements.

Signature: _____

Date: _____