

How to submit information for
TEST's
Engineering & Management
Web Information Pages
and/or
for Publication in Print
in TEST's Hard-Copy Magazine

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***(NOTE: Info about submitting
for other kinds of items will be
added as we add web pages)***

TEST Engineering & Management

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How to submit **COMING EVENTS** items for TEST's Coming Events web page and/or TEST Engineering & Management magazine:

WE PUBLISH information about upcoming educational and technical events in two ways: in print—in **TEST Engineering & Management magazine**—and on our **Coming Events web page**. In each case, listings are free, but are published at our discretion. Carefully meeting our submission requirements and guidelines will go a long way toward assuring that we publicize your upcoming event listings.

SUBMISSIONS may be made by e-mail (PDFs preferred), FAX, or snail-mail. We publish slightly different categories of information in each venue, since a magazine and a website will be used somewhat differently from each other, plus we have more elbow-room on our web page. We'll need most information for **both** (coded "**WM**"), but event descriptions will only be published on our web page (coded "**W**").

TIMING MATTERS! **TEST magazine** is published only six times a year, but whether people see an event in print or on **TEST's Coming Events Web Page**, potential attendees need time to get approval, gather funds, make travel plans, etc.; and, even though webinars require no travel, time for them still needs to be scheduled in advance. So generally you should allow *lots* of lead time—see the "**Timing**" information on page 2 for publication details and our recommended lead time.

INFORMATION TO SUBMIT:

- **WM Full title** of the event, seminar, workshop, course, webinar, etc.
- **WM Date(s)** the event will begin and end.
- **WM Hours** webinar starts and ends, including the time zone (in words).
- **WM Where** the event will be presented—city and state, or city and country.
- **WM Price** for the event (optional, but useful for decision-making). If free, say so.
- **W Description** of what will be presented, the purpose of the event, what kinds of professionals will benefit, etc. (**Please—be concise!**)
- **WM Instructor(s)**—include name(s), company if appropriate, job title(s).
NOTE: If this is a technical meeting where papers will be presented, just say "*Multiple papers to be presented.*"
- **WM Contact Information** (for potential attendees)—include all items here:
name; job title; company; complete mailing address; phone number; FAX (optional, but often useful for registration); e-mail address; website.
- **WM Contact Information** (for us, as publishers, in case we have a question):
name; company; city and state/country; phone number; e-mail address.

(continued)

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FAX

TIMING:

Issues of **TEST Engineering & Management magazine** are the most advance-date demanding, and deadlines also apply; the **Coming Events web page** has more flexibility.

But remember... folks still have to plan ahead. Use the “**Timing**” details below to guide how far in advance you give us your submissions.

Items for **WEB PAGE COMING EVENTS:**

- Allow 7–10 days for posting to TEST’s web page.
- Submit **On-Site Event** information at least four months prior to event dates.
- Submit **Webinar** information at least one month prior to event, and preferably two months prior.

Items for **PRINT PUBLICATION COMING EVENTS:**

- Submit **On-Site Event** information so *it will reach magazine readers* at least four months prior to event dates.
- Submit **Webinar** information so *it will reach magazine readers* at least one month prior to event, and preferably two months prior.

Deadline to submit by	For this print issue of the magazine	Latest date issue rec’d. by readers	Date of earliest event published in this issue
Jan. 20 ⇨	Feb./Mar. ⇨	Mar. 1 ⇨	Mar. 1
Mar. 20 ⇨	April/May ⇨	May 1 ⇨	May 1
May 20 ⇨	June/July ⇨	July 1 ⇨	July 1
Jul. 20 ⇨	Aug./Sept. ⇨	Sept. 1 ⇨	Sept. 1
Sept. 20 ⇨	Oct./Nov. ⇨	Nov. 1 ⇨	Nov. 1
Nov. 20 ⇨	Dec./Jan. ⇨	Jan. 1 ⇨	Jan. 1

How to submit **TEST INDUSTRY NEWS** items for TEST's *TEST Reports* web page and/or TEST Engineering & Management magazine:

WE PUBLISH news of general interest to the test industry, and news about the test industry's companies, people, and organizations, in two ways: in print—in **TEST Engineering & Management magazine**—and on our **TEST Reports web page**. In each case, publication of the news is free, but items are published at our discretion. Carefully meeting our submission requirements and guidelines will go a long way toward assuring that your news reaches the eyes of interested industry folks.

SUBMISSIONS may be made by e-mail (PDFs preferred), FAX, or snail-mail.

HOW MUCH WE'LL PUBLISH: We will likely publish somewhat more information about any given item of news on our website than we will in the print magazine, since we have more space available on our web page than in the magazine. However, you should *not* expect—and therefore should not submit—lengthy details or excessively self-congratulatory language.

REMEMBER THE AUDIENCE: **TEST magazine** is read by *technical* people, so including the technical aspects of any piece of news is the right thing to do. If it's an award, say why—from a technical point of view. If it's about an amazing breakthrough new product, provide the technical details that will inspire amazement—but skip the same old-same old.

PROVIDE EVEN-HANDED INFORMATION: If, for instance, you are issuing a press release because your company has bought up another, provide reasonable details about the company you've bought—information such as their physical location, a line or two about their history—not just info about your own company. Be respectful—make sure names are complete, work titles given, etc. **Define acronyms** the first time you use each, even if you think surely *everyone* knows what it stands for.

PROVIDE FULL CONTACT INFORMATION: Give us a name/phone/e-mail for the person we should contact if we have editorial questions; if readers might want to contact the company or a specific person there, give us that name/phone/e-mail as well—but *identify* which contact information is for which purpose. If there is further information to be had on your website, the link line for the *specific* page will be far more useful to readers than just your main website address.

HOW LONG INFORMATION WILL STAY: In **TEST magazine**, your news will stay “in effect” for the two-month life of that issue. On TEST's website, *most* news items will be on the TEST Reports web page for two months, but *some* items may be there either longer or shorter than that, depending on the demands of the news itself.