

Diemaking-Diecutting 101 Article Writing Template

Topic:

Intro to topic:

Why is it important:

Simple explanation on topic:

Summary/Solution:

1-2 Picture(s)/Diagram(s) based on topic

***Reminder:** Generalization for 101 basic language.

****Goal:** Have the main concept rather than the technical version.

*****Rules for Writing:** Half page articles, about 400-600 words; quarter page articles, about 250-400 words.

Instructional "how to" articles are preferred. They should be nonpromotional in nature. Most company and product names are edited out of articles except in situations, at the editor's discretion, in which the use of a proprietary name is unavoidable for clarity. The editors look for objective, educational, technical articles to help diecutters, diemakers and others in the converting industry learn about techniques, tooling, machinery and management concepts.

We will make every effort to preserve your article as you submitted it for publication. After all, your style is your own. However, we reserve the right to edit your article to make it as substantive, impartial, clear and lively as possible. Once your article has been accepted, you will be asked to sign a copyright release form that gives *The Cutting Edge* copyright to the article. IADD cannot guarantee that an article will be published or a photo or cover shot used, and we reserve the right to refuse any article or artwork.

Making it Fit to Print ... an Author's Checklist

- Pick a working title three to six words long, with an active verb. Aim to be clever. Make it brief and catchy.
- Write a lead sentence or paragraph that will draw the audience into the article. Keep it relevant to the topic and get to the point quickly.
- End the article with a one-or two-sentence "bio" listing your name, title, company and its location.
- Avoid cliches and excessive jargon. Favor the active voice. Keep the "twenty dollar" words to a bare minimum. Do not promote a product, service or company.

- Our readers are educated, successful industry executives, so don't preach or lecture. When establishing your tone, pretend you're talking to a colleague face-to-face.
- This publication is international in scope. All technical articles should include metric conversions as well as the English system of units.
- When possible, submit **high resolution** illustrations, schematics, cutaways, graphs, diagrams, charts or tables to support your text. Be sure to number them and refer to them by number in the body of the article (e.g., See Diagram 3).
- Do not use footnotes. Instead, credit sources directly within the body of the article.
- Be comprehensive without being excessive in detail. Include sidebars for pertinent facts or data that does not fit within the main body of the article. These should be no longer than two double-spaced pages.
- Use subheads to signal shifts in topics and bullets to make the article easier to read.
- Make your concluding remarks as memorable as your lead sentence and just as relevant to the article.
- Edit your article thoroughly. Eliminate unnecessary words. Make sure paragraphs flow smoothly and logically. Double-check for accuracy—we count on you to give us correct information.

****Here are our image requirements:

-non-company specific

-high resolution (even higher resolution is preferred so we can crop/rotate if needed, e.g. 8M pixels)

-format should be high quality JPG or RAW or TIF

*******Mentor Contact:** These volunteers are available to review/edit any materials you may have written and looking to publish. Each person has written numerous articles and has experience with what *The Cutting Edge* normally publishes.

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