

# COAA: Publication & Editorial Guidelines

Last updated: May 2017

## **We Welcome Your Article Submissions**

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.

## **Why We've Established These Guidelines**

The Construction Owners Association of America (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.

This checklist is based on the informal process our communication committee uses when evaluating whether articles are acceptable. While authors are not required to submit a completed checklist with their article submissions, doing so can drastically increase the speed and likelihood of article acceptance.

## **Editorial Checklist (We Recommended You Include with Submission)**

### **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. (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](http://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.

### Graphics

- 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

## Submit Your Articles To:

Construction Owners Association of America

Email: [Ownersperspective@coaa.org](mailto:Ownersperspective@coaa.org)

## We Accept Abstracts

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

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 you have 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 **Ownersperspective@coaa.org**, who will investigate the matter. If a legitimate correction is in order, it will be printed prominently in the next issue.