

Inflow-Line Advertising and Article Submission Guidelines

Advertise With Us:

Reach an audience of nearly 1200 members and subscribers through advertising in CTAWWA/CWWA publications. Our membership includes water suppliers, city and town managers, elected officials, public works departments, manufacturers, vendors, regulators, environmental associations, and consultants.

InFlow-Line advertising policy:

Advertisements must be truthful and may not make false or misleading claims. Advertisements must not misuse or misappropriate any other party's intellectual property rights or defame or disparage any other person, company, product, or service. The associations reserve the right to limit the number of advertisements in any issue and to review and reject any advertisement based on editorial judgment, which will not relieve the advertiser from its payment obligations. All content is subject to CTAWWA/CWWA approval.

Article Submissions:

General-interest features are designed to address issues of interest and concern to water utilities and reflect a balance of topics that cover technical, educational, organizational, or policy matter. Such articles must be educational and informative in nature. They are submitted to and reviewed by the *InFlow-Line* editorial board, but a subject matter expert may be consulted if warranted. Articles are expected to be reflective of *InFlow-Line's* long-term commitment to providing high-quality information to water professionals.

Although *InFlow-Line* accepts paid advertising, promotional material/content is not accepted for publication as editorial content in articles in *InFlow-Line*. Articles should be educational in nature and should provide information and data of benefit to *InFlow-Line* readers.

Articles should be written from the user's point of view and should not contain customer testimonials supplied by a manufacturer; unless they appear in a paid advertisement, product testimonials are not acceptable for publication in *InFlow-Line*. A product or service name can be used one time in articles and columns or departments; it may not be repeated numerous times throughout the text. After the first appearance of the product name or service or company name, a generic term should be used (for example, Lamella separator is the brand name; the generic term would be inclined plate separator; the Excellent Consultants LLC would be the consultant).

The word count for non-peer-reviewed articles ranges from 700 to 3,500 words. This wide range is allowed in order to accommodate a multitude of topics; some can be adequately explained in one or two published pages, but others may need three pages in order to provide the appropriate detail to facilitate reader understanding.

Tables and Figures

- Tables and figures may be embedded in the Word document that is submitted.
- Tables and figures are not required but may be included to illustrate the points being described in the article.

- It is preferable to have visually interesting, quick-read figures such as simple pie or bar charts rather than complicated, data-heavy line graphs.
- The article should not contain more than a combined total of 4 figures and tables.
- Figures and tables should stand alone; i.e., the reader should be able to interpret the figure or table without referring to the text.
- All abbreviations must be spelled out in footnotes below the figure or table.
- When an article is accepted for publication, *InFlow-Line* requires submission of the original source files used to create the graphics. Source files offer optimal translation into press-ready file formats. Examples of common graphics source files are .xls, .ppt, .eps, .ai, .psd, and .svg.

Photos or Other Images

- Photos or other images (e.g., computer screenshots, PDF of an educational poster) to accompany the text should be included. The photos or other images used within an article or advertisement should be owned by the author or the author should have rights to use the image. Additional criteria include the following:
 - color
 - saved as a jpg or TIF file
 - high resolution (the equivalent of 300 PPI [pixels per in.] at a 4-in. × 5-in. size or larger)
 - in separate files (not embedded in the text)
- Include detailed information for each photo that can be used to write an informative and interesting photo caption, or provide a detailed, completed caption when the photo is submitted.

Endnotes

- All endnotes should be numbered sequentially and be placed after the references section. **Do not** use the “footnote” and/or “endnote” function in Word to link footnote references to the text.