

Journal of
ENGINEERING TECHNOLOGY

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COMMERCIAL ADVERTISING SPECIFICATIONS

Effective: January 1, 2006

AD COPY ISSUANCE & DEADLINES

The JOURNAL is published biannually and mailed second class. It is issued in the Spring, about May 1 and the Fall, about November 30. Space reservations, along with copy, illustrations and layout for material to typeset, must be received by the 15th of March for the Spring issue and the 15th of September for the Fall issue.

ADVERTISING POLICIES

All advertisements are subject to the publisher's approval. The word "paid advertisement" will be placed above any advertisement that resembles editorial content. The publisher is not liable for any failure or tardiness in printing, publishing, or circulating all or any portion of any issue in which an advertisement accepted by the publisher is contained, if such failure is due to acts of God, strikes, accidents, or any other circumstances beyond the publisher's control. Cancellations will not be accepted after the space reservation deadline. Previous advertisements will be repeated if the material is not received by closing date.

FREQUENCY DISCOUNT

A five percent (5%) discount will be applied for organizations that guarantee advertisement in two consecutive issues at the time of the first order. Advertiser would have the option to modify the camera-ready copy for the second issue.

FILES

FORMATS ACCEPTED: File formats accepted include: **JPEG, TIFF, EPS, and PDF.** Microsoft Word files are **NOT** to be submitted unless no other file can be delivered in time. The JOURNAL is not responsible for the appearance of an advertisement submitted as a Word document. If the copy editor must work on a Word file to render it appropriate for reproduction, the advertiser will be billed for such artwork. Please call the advertising editor for the current hourly rate.

RESOLUTION: Color ad files should be submitted in CMYK mode at a minimum of 300 dpi (dots per inch). Black-and-white ads should be submitted in GRAYSCALE mode at a minimum of 300 dpi. If a color ad file is submitted in RGB mode, and the copy editor must convert it to CMYK, the JOURNAL cannot be responsible for the appearance of the ad, although this process ordinarily would not alter the appearance.

BLEEDS: Any ads that are designed with images or text that is supposed to run off or bleed off the page should allow for a 1/8" (.125") bleed on all edges. For example, a full-page ad (8.5" X 11") should be laid out with a finished size of 8.75" X 11.25". Please call the copy editor or advertising editor if you have any questions.



AUTHORS' DOCUMENT SPECIFICATIONS

Effective: January 1, 2006

FILE SUBMISSION

Your article to be reviewed should be submitted as per the specifications of the paper management website (Scholastica).

IMAGES

All embedded images should be at a resolution of at least 300 dpi (dots per inch). If they are of a lower resolution, the JOURNAL cannot be responsible for their appearance in the printed magazine.

If your document includes mathematical symbols or equations, these must be created as images, and inserted as such within the Word document. The copy editor does not have the ability to recreate mathematical equations, and would not want to run the risk of making errors in such important information by having to recreate them. As stated in the paragraph above, the images must be saved at a resolution of 300 dpi or higher.

If you wish to send the images as separate files, the file formats accepted include: **JPEG, TIFF, EPS, and PDF**. These images should be saved in a separate folder on the CD you submit. If the copy editor must work on an image file to render it appropriate for reproduction, the author will be billed for such artwork. Please call the production editor or advertising editor for the current hourly rate.

DOCUMENT FORMATTING

Please use only one space after a period and before the next sentence.

AUTHOR PHOTOS

If there are co-authors, please indicate such in your document. Send a color or B/W photo of yourself and any co-authors. If possible, send these photos as digital files in any of the file formats listed in the 4th paragraph above. At 300 dpi, the size of the photo should be at least 3" wide by 4.5" high.

AUTHOR BIOGRAPHIES

Submit a brief biography of about 2 paragraphs or so for each of the authors.

