

# ARTICLE SUBMISSION GUIDELINES

## For Inclusion in Esri Industry-Related Content

Thank you for your interest in submitting an article for use in industry-related Esri content such as industry ebriefs, industry perspectives, the printed *Esri News for State & Local Government* newsletter and online user stories. See the full list of industries [here](#). In some cases, content may be shared for feature in non-Esri publications including newspapers, industry journals, and trade magazines. Esri will always contact you in advance to ensure permissions are granted, before sharing to third parties.

**Please thoroughly read and follow the article and graphics guidelines before submitting your content for consideration.** Articles **must** follow these guidelines to be considered for use.

### Article Guidelines

Articles should describe an innovative approach to an issue or challenge using Esri software. The emphasis should be on the problem being solved, a workflow being improved, and/or an innovative approach to progressing operations or services. The focus should not be on the Esri product/service or partner solution, but on how the Esri product/service or partner solution provided real value to a project or in solving a problem.

- **Keep the Audience in Mind:** Articles should look to reach a cross-section of readers including elected officials, management, industry practitioners, and GIS professionals. Articles should not be highly technical. They should be understandable to someone who has only some familiarity with GIS.
- **Use the Third Person Point of View:** Articles should be written in the third person (e.g. he, she, they, it).
- **Writing for All Mediums:** Articles should be written in a narrative or blog-style format. Do not use figure references. Do not use footnotes. If a source should be referenced, do so in the body of the article, and if needed, in quotations.

- **Think About What Makes a Good Story:** Tell a compelling story that both a layperson and GIS practitioner would appreciate. Some examples can be:
  - Showcasing an innovative approach to an issue or problem
  - Altering a workflow for the better
  - Outlining a significant return on investment
  - Presenting a repeatable pattern or solution that peers can emulate
  - Introducing a quick solution to a common problem
  - Demonstrating dedication and commitment to improve and inspire an organization or community using GIS
- **Consider Length:** Articles should be at least 800 words and no longer than 1,000 words. Esri may need to edit or condense based on the medium it is being published in.
- **Use Proper Product and Solution Names:** Please be sure to use the proper Esri product name(s) or partner offering(s). For a complete list of Esri products, see [Product A-Z](#). Confirm with the Esri partner on the proper naming conventions for their offerings.
- **Send Finalized Content:** Do not send drafts. Send the final, polished article that has been approved by all applicable persons or departments in your organization.



## Article Guidelines Continued

- **Use Microsoft Word:** Articles should be provided in Microsoft Word files (.doc or .docx). Do not use any elaborate formatting, styles, or desktop publishing to produce your article. Do not send articles in PDF format.
- **What to Avoid:** This call for content does not include the need for press releases, product announcements, or advertisements.

## Graphic Guidelines

Engaging articles need artwork. Send as many high-quality graphics with each article. These graphics can include screenshots of Esri product or solutions, maps created using Esri products or partner solutions, photographs (e.g. images of end-users, technology use in-the-field), diagrams, and other visuals that can help tell your story.

- You must either own or have permission (in writing, which you include with the submission) for each graphic submitted.
- Send original screenshots and other graphics saved with little or no compression in .tif, .bmp, .png, or .jpeg format. Do not send images that have been embedded in a Microsoft Office product (e.g. Word, Excel, PowerPoint).
- Send a caption for each graphic in a Microsoft Word document (.doc or .docx) correlating the graphic file name with the caption.
- Send graphics separately but at the same time as the article. Word documents and graphics can be bundled in a ZIP file format.

## Article Submission Requirements

- Include the name, title, and affiliation of all authors.
- Use the full name of any organization(s) and spell out acronyms on first reference.
- Include graphics to illustrate the article and write a caption for each graphic.

## Ready to Submit Your Article?

Please submit your article and graphics on our portal: [esri.com/en-us/industries/share-story](https://esri.com/en-us/industries/share-story).

If you have any questions or concerns, feel free to send us an email at the same email at [successtory@esri.com](mailto:successtory@esri.com).

We can't wait to read your article and share your story.

Sincerely,

The Esri Industry Solutions Team

