



Article Guidelines and Deadlines

Issue	Deadline	Send to:
2021 PASA Farm & Ranch Excavation Safety Guide	May 6, 2021 <i>All content: article, photos, graphics</i>	whitney@emailir.com

Overview

The **PASA Farm & Ranch Excavation Safety Guide** is an annual publication designed to educate extension professionals, farmers, and ranchers on safely navigate through the excavation process from pre-planning to job completion. **Articles must be original and not run in other publications.** Articles are written by subject matter experts who are respected for their in-depth knowledge.

Audience

The PASA Farm & Ranch Excavation Safety Guide was established in 2016 to help farmers and ranchers obtain safe digging information. Distributed through their local NAACA Ag Agent, this Guide is a valued resource used to keep abreast of industry laws and regulations as well as increase knowledge of safe excavation practices, as it relates to farming and ranching.

The Guide contains key reference sections which farmers can refer to all year long, as well as articles designed to help them dig safely.

Print & Electronic

Print and digital editions are distributed to NAACA Ag Agents for further distribution to farmers and ranchers across the country.

Image Usage Agreement

The included *Image Usage Agreement* must be completed for ALL submitted photos and graphics with restricted use requirements. Images NOT accompanied by this agreement will be assumed to be provided to Infrastructure Resources for unlimited ongoing use including potential inclusion in a **dp-PRO** Photo library and future publications.

Article Guidelines

- *Absolutely no sales content is allowed.* References to specific companies are not allowed unless 1) multiple companies are referred to within the article or 2) it is a proprietary product or service only available through a specific company and a requisite element of the article's focus.
- The *Excavation Safety Guide* does not compensate authors monetarily or through trade.
- All articles may be edited for content and/or length.
- Article length will vary depending on topic, and will be assigned by the magazine editor. Generally, requested length is 1,000-1,200 words with 3-5 images.
- The target audience is our nation's farmers, ranchers, and extension professionals, however, other stakeholder perspectives and input are considered valuable.
- Articles should be developed utilizing a "how-to" methodology with the goal of sharing knowledge and providing tools that can be implemented to improve safety and damage prevention practices.
- Focus on positive outcomes. The underlying theme of the magazine is, "damage prevention is a shared responsibility."
- Whenever possible, articles should be designed to contain specific takeaway ideas that readers can put to work. These ideas can be highlighted throughout or summarized at the end of the article.
- When appropriate, use bullet points, sub-headings, numbers, or steps.
- Readers relate better to examples over theory. Cite examples or case studies often.
- Technology introduction articles are designed to give people a quick understanding of how the technology can help them, as well as an overview of how it works.
- Articles are selected for publication based on suitability to the publication and space allocation, at the editor's discretion.
- The author of the article warrants that the work submitted meets the appropriate criteria and does not infringe upon any copyright or intellectual property laws.

Photos and Graphics

- Photos and other graphics help readers understand the article's message and will draw them to the article.
- Acceptable images include (but are not limited to): action shots, products in use, company logos, charts, graphs.
 - Graphics (such as tables in Excel) should be converted to a .pdf, .jpg or .tif file.
 - If you are not sure how to do this, or are unable, we will gladly assist you.
- Unacceptable images include (but are not limited to): Product marketing shots, images that disparage another company/product, images not owned by the author, web images.
- Photos and graphic images must be submitted in the following formats/sizes:
 - Adobe Illustrator eps or ai files, any size
 - Photoshop, jpeg or eps file, minimum of 300 dpi, as large as possible
- Submit images as separate files. Do NOT embed images in the document.
- **You are welcome and encouraged to send an assortment of photographs and graphics.**

Things to Avoid

- No sales-related content allowed!
- Avoid using highly technical concepts or ideas as they may not have broad appeal to the reader.
- Avoid industry acronyms and jargon which non-experts will not understand. If an industry term is required, include a footnote explanation.

Submitted articles should include:

- Author's name and title as it should appear in print.
- Affiliations with industry associations for the byline.
- Short Bio (2-3 sentences) on Author's industry background for the byline.
- Authors email and phone number if it is authorized for publication.
- Article copy as a .doc, .txt or .pdf file. No formatting is required.
- Associated photos or graphics as separate files according to standards stated above.
- Image Usage Agreement completed for each image provided.

In an effort to ensure that use of photographs, logos, and all other electronic images are handled responsibly and used appropriately, Infrastructure Resources, LLC requests the following information for each image submitted.

<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>	<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>
<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>	<p>Image File Name: _____</p> <p>Purpose of Use: _____</p> <p>Image Ownership: _____</p> <p>Copyright protected? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Authorization obtained? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Printed credit required? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Credit verbiage: _____</p> <p>Permissions Granted: <input type="checkbox"/> Single Use As detailed under "Purpose of Use"</p> <p> <input type="checkbox"/> Restricted Ongoing Use Used at IR's discretion Credit must accompany usage Cannot be shared</p> <p> <input type="checkbox"/> Unlimited Ongoing Use Used for general purposes Credit is not necessary Published in photo library</p>

*Images NOT accompanied by this agreement will be considered as provided to Infrastructure Resources for unlimited ongoing use including inclusion in the **dp-PRO** Photo library and future publications.*

I, _____, a representative of _____ confirm that Infrastructure Resources, LLC has authorization to use the images denoted above according to the restrictions set forth in this agreement without any copyright infringements.

Signature: _____ Date: _____