

# Editorial Guide

Inaugural Issue 2026. Submission parameters, formatting standards, and advertising options.  
*Connecting Lightning Protection Professionals with Allied Industries & Innovators*

## Key dates

SUBMISSION DEADLINE	FINAL DRAFT DEADLINE	AD MATERIALS DEADLINE	PUBLICATION DATE
<b>April 30, 2026</b>	<b>May 15, 2026</b>	<b>May 1, 2026</b>	<b>June 21, 2026</b>
For peer review	After review feedback	Print-ready files	Lightning Safety Awareness Week

## Submission types and parameters

### Article or case study

<b>Word count</b>	800 – 1,200 words
<b>Focus</b>	A real-world example of collaboration within or across industries that produced a measurable outcome. Ground the piece in specifics: the project, the challenge, who was involved, how coordination happened, and what resulted.
<b>Structure</b>	Introduction / challenge — approach and collaboration — outcome / takeaway. Subheadings encouraged.
<b>Images</b>	Up to 4 project photos encouraged. High-resolution (300 dpi minimum), JPEG or PNG. Include captions and photo credits.
<b>Author bio</b>	75–100 words. Include name, title, company, area of expertise, and any relevant credentials or affiliations.
<b>Headshot</b>	Professional photo, high-res JPEG, minimum 400x400px.

## Op-ed or perspective piece

<b>Word count</b>	400 – 600 words
<b>Focus</b>	A professional perspective on where industries need to understand each other better; an innovation in product, process, or design that others should know about; or a forward-looking view on where collaboration in the built environment is headed.
<b>Structure</b>	State your position clearly in the opening paragraph. Support with experience or evidence. Close with a call to action or forward-looking statement.
<b>Images</b>	Optional. One photo or diagram if relevant.
<b>Author bio</b>	40–60 words. Include name, title, company, and area of expertise.
<b>Headshot</b>	Professional photo, high-res JPEG, minimum 400x400px.

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## General editorial standards

<b>File format</b>	Microsoft Word (.docx) or Google Doc (shared link). Do not submit PDFs for editorial content.
<b>Style</b>	AP style preferred. Spell out acronyms on first use. Avoid jargon where possible — write for a cross-industry reader.
<b>Accuracy</b>	All technical claims, statistics, and data points must be sourced. Include references or links where applicable.
<b>Originality</b>	All submissions must be original, unpublished work. Content may not be simultaneously submitted to other publications.
<b>Editorial review</b>	All submissions undergo peer review. LPI will suggest edits for length, clarity, and style while preserving the author's voice and intent. Authors will be given time to review suggestions and make appropriate edits before publication.
<b>Promotional content</b>	Articles and op-eds may reference your company or products in context, but submissions that read primarily as promotional material will not be accepted. Advertising space is available separately.
<b>Submit to</b>	kcollins@lightning.org   Kelley Collins, Lightning Protection Institute

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## ADVERTISING OPPORTUNITIES

*The Connector* reaches a multi-industry audience of lightning protection professionals, engineers, architects, roofing contractors, building enclosure consultants, facility managers, insurers, and material suppliers. Advertising in the inaugural issue places your company at the center of a cross-industry conversation at its launch.

AD SIZE	DIMENSIONS (width x height)	PLACEMENT	FILE SPECS	RATE
<b>Half Page</b>	7.5" x 4.75" (landscape) or 3.625" x 9.5" (portrait)	Featured placement — interior pages, adjacent to editorial content	PDF or high-res JPG 300 dpi minimum CMYK color mode Fonts embedded	<b>\$550</b>
<b>Quarter Page</b>	3.625" x 4.75"	Interior pages — positioned near relevant editorial content where possible	PDF or high-res JPG 300 dpi minimum CMYK color mode Fonts embedded	<b>\$300</b>

- All advertisements are print-ready. LPI does not provide design services for ad creation.
- Ad materials deadline: **May 1, 2026**. Late submissions cannot be guaranteed placement.
- Ads are subject to LPI editorial review. LPI reserves the right to decline advertising that conflicts with LPI's mission, values, or standards.
- Rates are per issue. Inaugural issue pricing reflects founding advertiser positioning.
- To reserve your ad space or discuss options, contact: Kelley Collins at [\*\*kcollins@lightning.org\*\*](mailto:kcollins@lightning.org)