

Editorial & Advertising Guide

Spring 2027 Issue. Submission parameters, formatting standards, rights requirements, and advertising options.

Key dates

SUBMISSION DEADLINE	ACCEPTANCE CONFIRMED	AD MATERIALS DEADLINE	FINAL DRAFT DEADLINE	PUBLICATION
January 21, 2027	February 4, 2027	February 1, 2027	February 25, 2027	Spring 2027
For peer review	Authors notified	Print-ready files	After review feedback	Tentative March–April

Submission types and parameters

Article or case study

Word count	800 – 1,200 words
Focus	A real-world example of how risk assessment — within or across industries — shaped a project or produced a measurable outcome — or how the absence of a thorough assessment led to costly lessons. Ground the piece in specifics: the exposure, how it was evaluated, who was involved, how coordination happened, and what resulted.
Structure	Introduction / challenge — approach and collaboration — outcome / takeaway. Subheadings encouraged.
Images & materials	Up to 4 images or other supporting materials (photos, charts, diagrams). High-resolution (300 dpi minimum), JPEG or PNG. Include captions, credits, and the basis of your right to submit each item (see Rights & permissions).
Author bio	75–100 words. Include name, title, company, area of expertise, and any relevant credentials or affiliations.
Headshot	Professional photo, high-res JPEG, minimum 400×400 px.

Op-ed or perspective piece

Word count	400 – 600 words
Focus	A professional perspective on how your field evaluates risk; lessons learned when a thorough assessment was not done; where industries need to understand each other better; an innovation in product, process, or assessment practice that others should know about; or a forward-looking view on resiliency in the built environment.
Structure	State your position clearly in the opening paragraph. Support with experience or evidence. Close with a call to action or forward-looking statement.
Images & materials	Optional. One photo, chart, or diagram if relevant, subject to the same rights requirements.
Author bio	40–60 words. Include name, title, company, and area of expertise.
Headshot	Professional photo, high-res JPEG, minimum 400×400 px.

General editorial standards

File format	Microsoft Word (.docx) or Google Doc (shared link). Do not submit PDFs for editorial content.
Style	AP style preferred. Spell out acronyms on first use. Avoid jargon where possible — write for a cross-industry reader.
Accuracy	All technical claims, statistics, and data points must be sourced. Include references or links where applicable.
Originality	All submissions must be original, unpublished work. Content may not be simultaneously submitted to other publications.
Rights & permissions	Contributors must own, have written permission for, or document the public-domain status of all submitted text, images, charts, data, logos, and trademarks. Attribution or a photo credit alone is not permission. If identifiable people appear in photos, contributors must have their consent or release. Content with unknown rights status will not be published.
Rights granted	By submitting, contributors grant LPI (Sponsor) and LPU (Publisher) a nonexclusive license to publish and share the work in print, digital, email, social media, archival, and promotional channels, as set out in the Article Submission Form.
Editorial review	All submissions undergo peer review. <i>The Connector's</i> editorial team will suggest edits for length, clarity, and style while preserving the author's voice and intent. Authors will be given time to review suggestions before publication. Content raising legal, safety, or competitive concerns may be referred for legal review or declined.
Competitive information	Submissions may not discuss pricing, bids, wages, margins, territories, customer allocation, or other competitively sensitive business information.
Promotional content	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.
Liability	Views expressed are those of the authors. LPI (Sponsor) and LPU (Publisher) will not be held liable for the content, technical opinions, or accuracy of submitted materials, or for any third-party rights they may infringe. Contributors agree to indemnify LPI and LPU as described in the Article Submission Form.
Submit to	editor@theconnectormagazine.com Kelley Collins, Editor-in-Chief, <i>The Connector</i>

ADVERTISING OPPORTUNITIES — SPRING 2027 RATES

The Connector reaches a multi-industry audience of lightning protection professionals, engineers, architects, roofing contractors, building enclosure consultants, facility managers, risk managers, insurers, and material suppliers. Advertising in the Spring 2027 issue places your company at the center of a cross-industry conversation about risk assessment and resiliency.

AD SIZE	DIMENSIONS (width × height)	PLACEMENT	FILE SPECS	RATE
Full Page	8.5" × 11" trim (8.75" × 11.25" with bleed; keep live content within 7.5" × 10")	Premium placement — interior pages or covers as available	PDF or high-res JPG 300 dpi minimum CMYK color mode Fonts embedded	\$1,100
Half Page	7.5" × 4.75" (landscape) or 3.625" × 9.5" (portrait)	Featured placement — interior pages, adjacent to editorial content	PDF or high-res JPG 300 dpi minimum CMYK color mode Fonts embedded	\$750
Quarter Page	3.625" × 4.75"	Interior pages — positioned near relevant editorial content where possible	PDF or high-res JPG 300 dpi minimum CMYK color mode Fonts embedded	\$700

- All advertisements must be print-ready. *The Connector* does not provide design services for ad creation.
- Ad materials deadline: **February 1, 2027**. Late submissions cannot be guaranteed placement.
- All advertisements will be clearly labeled as “**Advertisement**” in print and online.
- Ads are subject to editorial review by the Publisher. The Publisher reserves the right to decline advertising that conflicts with the publication's editorial standards or the mission of its Industry Sponsor.
- Advertisers are solely responsible for the accuracy, substantiation, legality, and regulatory compliance of their claims, and for holding the rights to all images, logos, and other materials in their ads. Publication of an advertisement does not constitute endorsement, certification, approval, or recommendation. LPI (Sponsor) and LPU (Publisher) will not be held liable for advertiser claims or advertising content.
- Rates shown are Spring 2027 rates, per issue.
- To reserve your ad space or discuss options, contact Kelley Collins at editor@theconnectormagazine.com