

LIGHTWAVE®

HOW TO SUBMIT ARTICLES TO LIGHTWAVE

LIGHTWAVE reaches a predominantly management audience from the fiber-optic and communications equipment vendor, service provider, and enterprise/data center communities. The typical LIGHTWAVE reader has a general working knowledge of fiber optics, but probably is not a specialist in all areas of the technology or its applications. The reader will accept the use of an equation or two if it will aid in understanding a complex technical subject, but does not turn to LIGHTWAVE for extremely detailed discussions of engineering issues. Therefore, the use of equations should be avoided whenever possible, as should a lengthy list of references.

LIGHTWAVE does not run articles that overtly promote a particular product or service. In most instances, the mention of specific products or services will be considered incidental and subject to deletion.

GENERAL SPECIFICATIONS/DEADLINES:

- LIGHTWAVE welcomes articles of between 1200 and 1800 words.
- All articles should be accompanied by at least two photos, illustrations, diagrams, or tables that relate directly to points made in the text.
- In general, both text and graphics should be submitted a week before the targeted posting month begins.
- Articles must be exclusive to LIGHTWAVE—do not send articles that have already been published or that are actively under consideration by other publications.
- Articles should be submitted in electronic format. Electronically formatted text must be compatible with Microsoft Word or saved as a Text file.

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ARTICLE TYPES:

LIGHTWAVE publishes articles that cover fiber optics from a variety of angles —technology, trends, applications, market analysis, tutorials, forecasts, etc. Here are some points to consider when pursuing some of the more common article approaches.

Case History/Application

The ideal article starts with a problem to be solved. It next describes how a solution was reached, then how that solution was implemented. It concludes by detailing how well the solution met expectations. Don't be afraid to discuss problems that occurred during the course of the applications—our readers know that no application runs perfectly from start to finish, and would appreciate learning how someone else solved a sudden problem that they might face themselves. Avoid quotes in which the customer sings the praises of the vendor or its products/services.

Technology

Our readers are interested in technology advances, how these advances might be applied, and how these advances will benefit them. The key is to avoid confusing a technology with the product that encapsulates it. For example, LIGHTWAVE will run articles that describe the benefits of using optical time-domain reflectometers to test wavelength-division multiplexed networks. However, we will not run an article on how the Model 123 Optical Time Domain Reflectometer from ABC Corp. can be used to test such networks.

Tutorials

The best “how-to” articles explain the application of a new technology, a new application of an old technology, how to make important decisions pertaining to the use or acquisition of fiber-optic equipment or services, or how an area our readers may have studied previously has changed recently. Keep in mind, our readers don't turn to LIGHTWAVE for engineering treatises.

SEND ARTICLE QUERIES AND OTHER QUESTIONS TO:

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