

EDITORIAL & ADVERTISING SUBMISSION GUIDELINES

Qpedia Thermal eMagazine



ABOUT QPEDIA THERMAL EMAGAZINE

Qpedia was launched in 2007 as a technology eMagazine focused on the thermal management of electronics. It is designed as a resource to help the engineering community solve the most challenging thermal problems.

The eMagazine is published monthly and distributed at no charge to over 15,000 engineers worldwide. Qpedia is also available online or for download at www.qats.com/qpedia.

Qpedia's editorial team includes ATS' President & CEO, Kaveh Azar, Ph.D., and Bahman Tavassoli, Ph.D., the company's chief technologist. Both Azar and Tavassoli are internationally recognized in the field of thermal management.

EDITOR KAVEH AZAR, Ph.D.

President & CEO, Advanced Thermal Solutions, Inc.

NORTH AMERICA ADVANCED THERMAL SOLUTIONS, INC.

89-27 Access Road Norwood, MA 02062 T: 781.269.2800 | F: 781.769.9979 | www.qats.com

MANAGING EDITOR BAHMAN TAVASSOLI, Ph.D.

Chief Technology Officer, Advanced Thermal Solutions, Inc.

EUROPE ADVANCED THERMAL SOLUTIONS, B.V.

De Nieuwe Vaart 50 1401 GS Bussum The Netherlands T: +31 (0) 3569 84715 | F: +31 (0) 3569 21294 www.gats-europe.com

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, orstored in a retrieval system of any nature, without the prior written permission of the publishers (except in accordance with the Copyright Designs and Patents Act 1988).

The opinions expressed in the articles, letters and other contributions included in this publication are those of the authors; and the publication of such articles, letters or contributions does not necessarily imply that such opinions are those of the publisher. In addition, the publishers cannot accept any responsibility for any legal or other consequences which may arise directly or indirectly as a result of the use or adaptation of any of the material or information in this publication.

SUBSCRIBE ONLINE AT: www.qats.com/qpedia



EDITORIAL SUBMISSIONS

GUIDELINES FOR AUTHORS



ILLUSTRATION/TABLES/PHOTOS

Please reference illustrations and tables in the text: i.e. Figure 1, Figure 2, or Table 1, etc. Mark each illustration or table accordingly. Illustrations and tables must be submitted each on a separate page, apart from the text.

Digital specifications, Photos must be PDF, TIFF, EPS, or JPG (over 300DPI preferably). FTP transfers are possible, contact the editorial staff for details.

It is the responsibility of the author to ensure that all rights for reproduction of photos has been obtained from the source.

REFERENCES

References should be grouped together and arranged according to their order of mention in the manuscript. A reference should include the following minimum information:

PERIODICAL REFERENCES

Author names, abbreviated journal title, year of publication, volume number (if any), and pages of cited article. Author 1; Author 2; Author 3; etc. Title of article. Journal Abbreviation Year, Volume, Inclusive pagination.

BOOK REFERENCES

Author and/or editor names, book title, publisher, city of publication, and year of publication. Author 1; Author 2; Author 3; etc. Chapter Title. Book Title, Edition Number; Editor 1, Editor 2, Eds.; Series Information (if any); Publisher: Place of Publication, Year; Volume Number, Pagination.

GOVERNMENT PUBLICATIONS

Author 1; Author 2; etc. Chapter Title. Document Title; Government Publication Number; Publishing agency: Place of Publication, Year; Pagination.

COPYRIGHT

By submitting articles for publication, the author allows Qpedia Thermal eMagazine full and unrestricted use of submitted content. Qpedia may republish articles in print and electronically at any time.

If the article has been published previously, in another publication, it is the responsibility of the author to obtain written permission to republish and reuse in an unrestricted manner.

GENERAL INFORMATION

Qpedia Thermal eMagazine welcomes editorial submissions pertaining to the thermal management of electronic devices and related topics. All articles should be technical in nature, no longer than 850-2000 words in length and should include all necessary high resolution artwork. Articles must be submitted to Qpedia editorial staff first in order to be considered for publication. After acceptance, the article will be copy edited and submitted to the author for review.

Authors are encouraged to review their articles before submission, to verify accuracy, correct typographical errors and to clarify acronyms or abbreviations. The author, not Qpedia Thermal eMagazine, is responsible for any statements made in the article.

ELECTRONIC FILE SUBMISSION GUIDELINES

Files can be prepared in Microsoft Word/Office or WordPerfect programs, either on Mac or PC platform. Save the documents as document files. Please label diskettes with file name, word processing program and version number. If illustrations are included, please include a laser proof, with figure number or other key code that indicates placement within the text.

TEXT

There is no need to double space between paragraphs, but text already formatted this way will be accepted. Additional Guidelines:

- Use tabs correctly for tabular or columnar information.
- It is okay to format with bold, italic, etc.
- Do not use two spaces after a period at the end of a sentence.
- Set copy to flush left and do not justify.
- Strip out any unnecessary tabs and page breaks. Do not use carriage returns at the end of lines except at the end of paragraphs.
- Do not add manual hyphens.
- Please include Figure/Table/Illustration captions at the end of the article in a separate section.
- Please identify article sections: i.e. Abstract, Introduction, Subheads, Conclusions, References on a separate line before the text of the section begins.

Illustrations and/or photographic images, should be separate, PG, TIFF, EPS or PDF format. Images embedded in Word files should be considered for placement purposes only and cannot be extracted for publication



ADVERTISING SUBMISSIONS

GUIDELINES FOR ADVERTISERS

SUBMITTING ADS

For files larger than 10MB, please transfer via FTP. You may contact the marketing department for instructions at 781-949-2522. All other submissions may be emailed to: qpedia-sales@qats.com. Or, for larger files you may also submit your ad by mailing a CD rom to: Advanced Thermal Solutions, Inc. 89-27 Access Road, Norwood, MA 02062 ATTN: Qpedia. Be sure to include a full sized color print out or email a pdf of your file along with your submission.

Any ads submitted by the advertiser shall be at the risk of the advertiser. All proof reading and verification of accuracy, spelling, dates and mage rights are the responsibility of the advertiser and/or their advertising agency.

Ad size must be exactly the size you have contracted. Clearly indicate which publication the ad is for (i.e. January2008, Volume 2 Issue 1). All ads must meet required specs and be received by 5pm on the second Friday of the month to run in the following month's issue.

FILE TYPES

Qpedia Staff can accept files created in the following software (software options are listed in order of preference):
•Illustrator (Version CS2 or lower)-Be sure to convert all the text to curves/outlines or also send the font files
•InDesign (Version CS2 or lower)-Make sure you include a list of the fonts you used and include the actual font files, and send your company logo and any other images in your ad as separate graphic files (.tif or .eps extensions). Collect your file for output and verify that there are no missing links and that all of your artwork is NOT low resolution.
•Photoshop (Version CS2 or lower)-Make sure you include a list of the fonts you used and the actual font files, and send your company logo and any other images in your ad as separate graphic files (.tif or .eps extensions).
•Other file types-We can also accept PDF, jpg, tiff or gif files. They may be full-color and must be built to a minimum of 300 dpi at full size (100%).

TERMS & CONDITIONS

All orders are accepted subject to Acts of God, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely producing, publishing, or distributing Qpedia. The advertiser and its agency each represents that it not only has the right to authorize the publication in Qpedia of any advertisement it has submitted to Qpedia, but that it is fully authorized and/or licensed to use:

1. The names and/or portraits or pictures of persons, living or dead, or of things.

2. Any service marks, copyrighted, proprietary, or otherwise private material.

3. Any testimonial, contained in any advertisement submitted by or on behalf of the advertiser and published in Qpedia, and that such advertisement is neither libelous, an invasion of privacy, violative of any third parties rights, or otherwise unlawful.

The advertiser and its agency (if there is one), each agrees jointly and severally, to indemnify and save harmless Advanced Thermal Solutions, Inc., publisher of Qpedia, against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of such advertisement. Rates, conditions, and space units are subject to change without notice. Orders are non-cancelable after 10 days prior to published closing dates.

The Publisher of Qpedia will not be bound by any conditions of whatsoever nature appearing on insertion orders or copy instructions submitted by, or on behalf of, an advertiser when such conditions conflict with any provision contained in the published rate card or with its policies. Orders specifying positions other than those known as designated positions are accepted only on a request basis and are subject to the right of the Publisher to determine actual positions. The advertiser and its agency (if there is one) agree that in the event the Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which it may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that the Publisher will not in any circumstance be liable for consequential damages, including lost income and/or profits.



ADVERTISING SUBMISSIONS

AD SIZES AND ORIENTATION

