



ENDEAVOR BUSINESS MEDIA

Water Group Editorial Guidelines

ABOUT OUR PUBLICATIONS

Our publications offer end users, subject matter experts, consultants, equipment manufacturers, and service suppliers a variety of ways to share their insights, case studies, products and services. Learn more about our group at <https://water.endeavorb2b.com/>.

Please note: Editorial material must be submitted electronically via e-mail. Do not send pitches through the postal system.

WaterWorld Magazine is dedicated to delivering up-to-date information on technology, products and trends in the municipal water industry. Recurring editorial topics include: legislative/regulatory developments, water/wastewater treatment, distribution, collection, energy management, biosolids treatment and disposal, chemicals, pipe maintenance and repairs, computers and automation technology, corrosion control, and coverage of industry events.

- Editorial contact: Mandy Crispin, Editor-in-Chief, mcrispin@endeavorb2b.com
- Editorial calendar: water.endeavorb2b.com/waterworld

WasteWater Digest provides market-leading information and insight for the wastewater industry. WWD is the trusted resource for industry professionals, providing unique, comprehensive content that covers timely news, wastewater industry trends, technical solutions and best practices. The editorial staff strives to provide a trusted business platform that effectively connects industry decision makers and solution providers.

- Editorial contact: Bob Crossen, Editorial Director, bcrossen@endeavorb2b.com
- Editorial calendar: <https://water.endeavorb2b.com/wastewater-digest/>

Stormwater Solutions is a premier resource for surface water and erosion control professionals. Coverage includes equipment, strategies, and programs for the control and management of stormwater runoff and the impacts of erosion. The SWS audience includes engineers, contractors, government officials and other professionals who actively design, specify, buy and maintain stormwater and erosion control industry equipment and services.

- Editorial contact: Katie Johns, Editor-in-Chief, kjohns@endeavorb2b.com
- Editorial calendar: <https://water.endeavorb2b.com/stormwater-solutions/>

Note: Editorial material is selected for its informative value to the reader. The placement of advertisements in any of the Water Group publications DOES NOT play a role in the selection of editorial content for those publications.

FEATURE ARTICLES

Feature articles are usually written by end users, engineers, consultants or equipment specialists. Articles must be NON-COMMERCIAL, unbiased, and informative. Special consideration is given to articles bylined by a utility or end user. Anything that is overly commercial or blatantly pitches a product will be declined or sent back for revision. Please contact the appropriate editor for specifics about the types of articles suitable for a given publication. Please note that **we require right of first publication**: Feature articles and case studies must be first-run and cannot have appeared in another water/wastewater/stormwater industry publication (print or digital). **You will be asked to sign/return an author agreement as a condition of publication.**

ARTICLE SPECS

Length: Target word count is ~1,200-1,400. **Format:** Microsoft Word document. Do NOT send a pdf.

Title, Subtitle and Subheadings: Please include a suggested title, subtitle and suggested subheadings for the article submitted. These suggestions may be edited by our staff after submission for engagement, SEO and copyfit purposes.

Byline: Please include a brief author biography at the end of the manuscript (2–3 sentences; author photo encouraged but not required). Also include a contact email address for the author.

Tone: Article must remain unbiased and non-commercial. Anything that is overly "salesy" or blatantly pitches a product will be declined or sent back for revision. You may not use first person narrative unless otherwise requested by an editor.

Citations: Please do not include hyperlinks in your manuscript. If you wish to provide a citation or a related resource, list it at the end of the document. References should follow Chicago Manual of Style guidelines.

Artwork: You must supply a minimum of two high-resolution (300 dpi) photos, as large as you have available. No logos. Send artwork files separately as attachments to the email; do not embed them in the Word document.

Photo Captions and Attribution: Include captions AND image credits at the end of the manuscript. Do NOT attempt to overlay or include a caption in the artwork source file. Provide a suggestion for how to credit each photo with each caption.

IMPORTANT! Copyright infringement is a serious infraction. Do NOT submit artwork, graphics, drawings or manuscripts that you do not own or have express written permission to distribute. You must be able to demonstrate ownership of artwork. We will not accept Pixabay, Shutterstock or other alternative royalty free photos as they can still trigger copyright claims.

Copyright: Article must be first-run (original to our publication). You will be required to sign/return an author agreement with the final manuscript. This agreement acknowledges that the article is original and that we have your permission to publish and distribute it. Please do not attempt to modify this agreement. If you have concerns, please discuss the matter with the appropriate editor.

Editorial Review: All content is subject to revision by the editorial staff. You will not be notified of edits; please expect that some will be made.

HOW TO SUBMIT

Send a brief abstract (one or two paragraphs) via e-mail to the appropriate contact listed above. The abstract must clearly describe what the proposed article will cover. If it sounds suitable, we will provide a tentative publication date and deadline for the completed article. **We cannot guarantee publication until we have reviewed and approved the completed article.**

PRODUCT ANNOUNCEMENTS

We accept product announcements for consideration in our magazines and on our websites, placed based on space available and as time allows.

• Editorial contact: Alex Cossin, Editor, acossin@endeavorb2b.com

PRODUCT LISTING SPECS

Length: 100 words MAX (copy that exceeds this guideline will be edited by our staff).

Artwork: One high-resolution product image (300 dpi, .jpg or .tif, at least 5"x5"). No logos. Image should be sent as a separate attachment. Do not embed it in a Word document.

Contact information: Submissions must include the company URL (website) address, as well as a contact name, phone number, mailing address, and e-mail address.

HOW TO SUBMIT

Send product announcements via e-mail to the appropriate contact listed above for consideration. Due to the large volume of submissions that we receive, we may be unable to confirm receipt or acceptance.

AI ACCEPTABLE USE POLICY

Authors, contributors and the like may utilize large language model generative AI tools like ChatGPT, Perplexity.ai, Bing Chat, and Bard (or similar tools developed in the future) for the purpose of conducting certain editorial tasks. Authors, contributors and the like may not use generative AI tools for producing editorial and sponsored content in its entirety, images, videos or audio without prior permission from the Endeavor Business Media's Chief Legal Officer. No more than 20% of published content should be created by or directly derived from verbiage produced by a Generative AI tool. If used, AI must be cited as a source. You may request the full acceptable use policy from any of the editors listed on the first page of this document.