



LED professional Review (LpR)



LED professional Online (LpO)



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LED professional Symposium +Expo (LpS)

LpR Author's Guidelines 2014





EDITORIAL CALENDAR 2014

ISSUE N°	FEATURED ARTICLE* **	BONUS DISTRIBUTION**	ABSTRACT DUE	ARTICLE DUE	PUBLICATION DATE
41 Jan./Feb.	Performance & Standards Covers the performance of LED/OLED lighting technologies and the current state of standardization	<ul style="list-style-type: none"> ■ LED China ■ LED Tech Expo 	Oct. 18, 2013	Nov. 08, 2013	Feb. 03, 2014
42 Mar./Apr.	Systems & Applications Shows LED/OLED lighting systems based on the latest module and component technologies and their use in applications	<ul style="list-style-type: none"> ■ Light+Building ■ LightFair ■ LED Tech Asia 	Dec. 13, 2014	Jan. 03, 2014	Apr. 01, 2014
43 May./Jun.	Manufacturing & Testing Specifies processes, procedures and equipment for manufacturing and testing of LED/OLED lighting systems	<ul style="list-style-type: none"> ■ euroLED ■ LED Lighting Taiwan 	Feb. 14, 2014	Mar. 07, 2014	Jun. 02, 2014
44 Jul./Aug.	Design & Reliability Presents processes and technologies for product development of reliable LED/OLED lighting technologies for components and modules	<ul style="list-style-type: none"> ■ CIOE ■ LED + LED Lighting Istanbul 	April 18, 2014	May 09, 2014	Aug. 01, 2014
45 Sep./Oct.	Trends & Innovations Discusses the latest trends and innovations in LED/OLED lighting technologies for components and modules	<ul style="list-style-type: none"> ■ LpS 2014 ■ LED Lighting Vietnam ■ electronica 	June 20, 2014	July 06, 2014	Sept. 30, 2014
46 Nov./Dec.	Costs & Processes Portrays technologies and methods for cost and process optimization of LED/OLED lighting systems	<ul style="list-style-type: none"> ■ LED Lighting Japan 	Aug 08, 2014	Aug. 29, 2014	Dec. 01, 2014

* The editorial topics mentioned above are special features among a wide range of topics impacting the LED & OLED industry. Topics may include: LEDs, OLEDs, lighting systems, lighting fixtures, lamps, drivers, supplies, controls, optics, thermal management components, testing equipment, and manufacturing equipment.

** Subject to change





GENERAL GUIDELINES

- Preamble:** The author of a **technical article** has to be an active technician or at least have some technical background. Papers and requests from a technical department are preferred over submissions from marketing departments. When submitted from a marketing, PR or sales department (agency), the author has to have a technical or scientific education. Otherwise a co-author from a R&D department is mandatory to secure technical content. Authors of the „Commentary“ or interview partners may have other background.
At least an abstract and the author's CV are requested in advance to evaluate the article quality. If any of the requested material is not sent in time or the material does not comply with the specifications described in these guidelines, LED professional reserves the right to move the publication to a later issue or cancel the publication without notifying the author, if necessary. In this case, the article may not be published through other channels before being officially published in LpR.
- Language:** English
- Deliveries:** **All delivery dates that are specified in the Editorial Calendar have to be met,** unless otherwise agreed upon between the parties. The agreed deadline is compulsive. Any delay has to be announced as far it is foreseeable.
A complete set of material consists of:
- One article Word file including image captions, citations and references
 - Images in the requested format and quality (not embedded in the word file)
 - Contact information including the address for sending sample issues*
 - A short CV of the author(s)*
 - Abstract and final title*
- * using the **LpR-Abstract Submission Form.docx** that can be downloaded at
[www.led-professional.com/LpR-Abstract Submission\(PC\)](http://www.led-professional.com/LpR-Abstract Submission(PC))
[www.led-professional.com/LpR-Abstract Submission\(MAC\)](http://www.led-professional.com/LpR-Abstract Submission(MAC))
- Publishing:** The article will be published in full digital and printed issues. The article may not be published or re-published through other channels without the written permission of Luger Research. In case of republication (parts or full article), a reference to LED professional Review including issue number is mandatory.
- Content:** **Technology focused article with background information** and detailed explanation about technical systems. **Measurement and simulation results** should support the description if possible. Please have a look at back issues regarding the content and style.
- Reference:** Name of the author(s) with job title and company name.
- Space (in Magazine):** 3-8 A4 pages. That equals between 2,000 and 4,000 words (**best between 2,500 and 3,000 words**), or at least 10,000 to 20,000 characters including spaces, and a maximum of five pictures, graphs or tables per 1,000 words.



FORMATS & SPECIFICATIONS

Pictures, Graphs: High quality and high resolution (>300dpi). Minimum image width has to be 1,300 pixels. Accepted file formats are jpg, pdf, png, or tiff. Images may be embedded in the Word file, but, additionally, all pictures or graphs must be provided separately. If not provided in an adequate format and quality, LED professional reserves the right to omit the image without notifying the author. Font size and style in graphs and images needs to be selected so that readability at an image width of 6 to 11cm is given.

Text Formatting: Text has to be sent as a MS Word file with one single column. No automatic formatting options of Word shall be used. Furthermore, no automatic structuring (numbering) of chapters, headlines and references shall be used. Only two levels of headlines will be distinguished within an article – sub-headline and sub-sub-headline. No numbering of sub-(sub)-headlines will be used in the magazine. Literature references have to be listed at the end of an article. Literature reference numbers must be set within squared brackets like this:

[1], [2],... [n]

References to images and graphs should be placed in round brackets and look like this:

(Figure X)

Text-Font: Arial, Helvetica or similar font. Font size should be 10 pixels. Sub-headlines should be highlighted bold and sub-sub-headlines in italic style.

Captions: For every image and graph a caption is mandatory. Captions have to be placed in the document where an image or graph should be placed. A caption should look like this:

Figure 1: Text

Advertisement: No direct or hidden product advertisement and company advertisement may be made within the article. The company name is mentioned in the article reference. Product names may be mentioned infrequently if absolutely necessary for explanations, for instance when unique features are relevant for the understanding of the article. In case of a breach, LED professional reserves the right to re-edit the article and to remove all company advertising without notifying the author.

Style: A neutral and concise style is preferred. Marketing phrases and direct speech should be avoided as well as „I (we, the team, ...) did (made, ...)...“. If the style does not comply with these guidelines, Luger Research reserves the right to dismiss publishing the article or to alter the style without notice to the authors.

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