

Scientific articles in IM+io

Details for authors

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1. Form

- Extent of article: 10.000–14.000 characters including blanks
- Font: Arial, 12 pt. line spacing 1,5
- No footnotes or formulated references within the text (for more information see chapter 6.4)
- No abbreviations (e.g., ...) within in the text
- No automatic formatting as for example hyphenation
- Graphics, tables, illustrations:
numbered, use Arial or Helvetica for texts within in pictures, separated data transfer

2. Required Contents

- **Authors:**
Coloured picture which has a sufficient resolution and is ready to be printed; name, contact information, possibly brief biography of the most important author(s), (see chapter 6.4).
- **Business/ Institution:**
Full name of the business or the institution.
- **Title:**
Please choose a short title, maximum 10 words.
- **Opening:**
About 350 to 600 characters (including blanks).
Please write an opener for your article including the core issues, the technical background of the discussed thematic, etc.

Avoid introductions like "This article describes ...".
- **„Short & succinct“: - this is needed for the digital version -**
About 350 to 600 characters (including blanks). Please write a simple introduction about the given thematic. This introduction is addressed to non-experienced readers and should therefore explain the most important backgrounds and information.
- **Highlight-quotes:**
Please mark 3 to 5 important quotations in the text suitable to be graphically highlighted. Ideally those sentences are evenly distributed within the text and are not longer than 2 lines.
- **Multimedia elements:**
For further information and additional services you can provide website links, videos, picture galleries, PDF documents and other elements. Those will be integrated in the according App-Version and the website of the IM+io (they are not made publicly accessible but via a link given in the print version). The digital elements should provide additional value for the reader.

3. Exposé

To avoid overlapping of contents, especially in the sections of the main topics of the magazine, we ask the authors to send us an **informal exposé or abstract within one week after the agreement** for an article. This abstract should have an extent of **half or maximum one page** and discuss topics, main emphasis and maybe name the planned structure of the article. The editors will check the exposé and give feedback about it. If there are large overlapping with other submissions, the editors will suggest to focus more on specific topics or to shorten parts of the article. The abstract can be sent to editors via Email in form of a Word or PDF file.

Authors who want to publish an article which is not included in the planned main topics can send those without a prior abstract to the editors.

4. General style

The contributions should be composed in a target oriented form:

- high standard
- comprehensible language and graphics
- practice-oriented but scientific
- no commercial texts
- no colloquial expressions
- no long-winded introduction and explanations of fundamental understanding. Focus on the actual question from the beginning on.
- Do not use abbreviations like „e.g., ...“ within the text
- The **IM+io** is published regarding to the common spelling rules

5. Extent of the manuscript

- The opening consists of 350 to 600 characters (including blanks)
- The text consists 10.000 to 14.000 characters (including blanks)
- The author biography consists of 250 to 500 characters (including blanks)

6. Structure of manuscript

6.1 Text

- Please pay attention to a stringent structure of the text and mark subheading bold;
- Formulate references to graphics: Graphic 1 shows ... / How graphic 2 presents ...
- Text format: *.DOC or *.DOCx
- Please do not use the following formatting options in Word: automatic hyphenation, footnote function, image caption, cross-references, frames, hyperlinks, bookmarks, manual page break or segment change, autotext function, tabstop
- Save the file without write-protection

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In order to secure a sufficient print quality, please provide graphics with a high resolution and a sufficient colour or brightness contrast, especially for illustrations which are next to each other. Please do not include too many contents in one graphic.

Futhermore we ask you to pay attention to the following request:

- **Unclear, unstructured, pixelated or blurred illustrations are not accepted as these do not meet the quality standards of our magazine.**
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- Please number your illustrations and give short captions as well as the source.
- Please provide graphic pictures (like logos, graphics, icons, illustrations and diagrams, not photos) as vector graphics as these are dependent on the resolution (they can be created with Adobe Illustrator, Freehand, Inkscape or similar programs). Possible formats are: .ai, .svg and .fh.
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- If possible do not use CGI (Computer Generated Graphics) like 3D-renderings. If so, please provide a high (visual/optical and aesthetic) quality and appropriate resolution.

- Please choose simple illustrations with clear messages and with 1 to maximum 2 fonts as with 1 to maximum 3 colours. Please limit as far as possible to black, white and grey scales.
- Please do not provide an illustration based on Microsoft Excel.
- Clear all illustrations like graphics, logos, diagrams and photos from unnecessary layout elements (Corporate-Slides, boxes, frames...) and send them to us as „raw“ data. If necessary we can edit the data for the printing.
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- Graphic reproduction need to show a minimum of 300 dpi, be the same size as they should be printed and the same CMYK-colours. There should be no need to compress the graphics and if so, without any loss. Possible data formats: .psd, .tif(f),
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This graphic is clear, structured and reduced to one colour scheme. You could provide an illustration in a similar form to your article.



Abbildung 1: Pricing Excellence-Ansatz für (Mega-)Projekte

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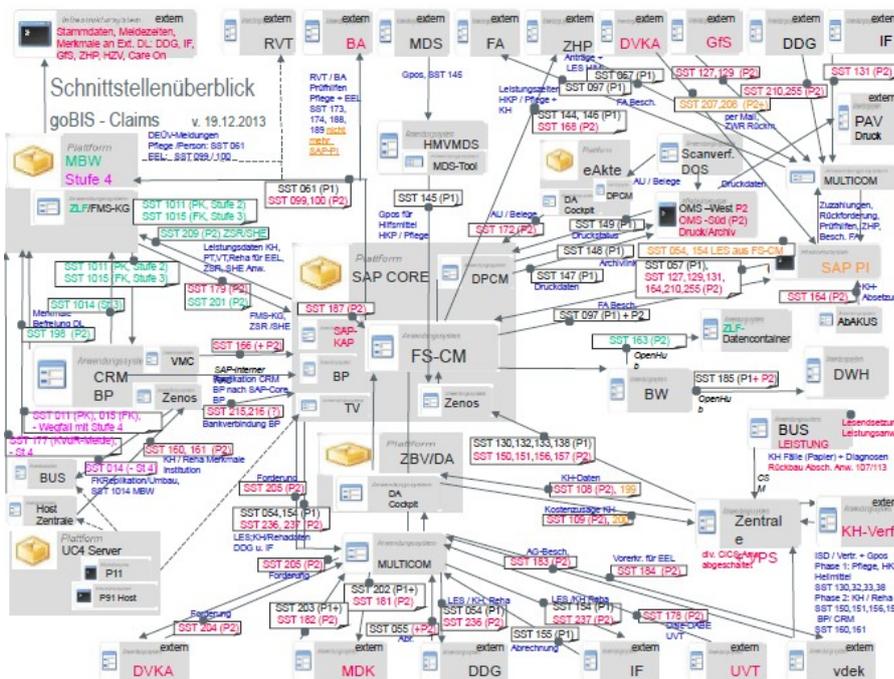


Abbildung 1: Schnittstellenübersicht

6.3 References

- No footnotes
- Give refernces in the following form [1], [2] etc. within the text. Please do not use the footmark function.
- List all your annotations subsequent to the text under the heading "References".

Please create bibliographical references according to the following scheme:

Books, independently published:

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Author (Name, Forename): Title, possibly subtitle. In: Title of the magazine / anthology, Edition/Year. Page number(s)

Internet sources:

Author (Name, Forename): Title. URL. Date of access

6.4 Information about the author

Please give subsequently to the text full names and contact data of the two most important contributors of the text. Follow the scheme below:

- Academic title
- Forename, Surname
- Business or institution
- Function/position
- Adress
- Telefon
- Fax
- E-Mail
- Internet adress
- All other authors are named in the beginning of the text, but are not introduced.

6.5 Brief biography of the author

Write a short text (about 250 to 550 characters including blanks), which describes in a neutral way the most important stations of the career as well as the current position of the author. Only the two most important authors are introduced with a brief biography.

6.6 Photo of the author

Please provide the photo(s) of the author(s) in a digital form sent as a separate file from the text. Possible formats are: TIFF, JPEG or PSD. The resolution should be 300 dpi and the picture should be coloured. Please do not attach the photos of the authors to Word or Powerpoint documents.

7. Submission of the articles and contact information

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