



inform Author Guidelines

Texts for publication include feature articles, commentaries, columns, meeting reports, news stories, profiles, and letters to the editor.

The typical *inform* feature article ranges from 1000 to 1500 words. This word count can include any applicable tables, as well as a brief list of references (usually 3–5) “for further reading.” Because *inform* is a scientific magazine, and not a technical journal, we do not include a full list of formal references and callouts.

To accompany feature articles, we ask for one to three visual elements (photographs, figures, etc.), preferably in color. For reproduction in print, images must be at a resolution of 300 dpi or better. We also ask for a head-and-shoulders photo of each author—300 dpi and in color—to run at the end of the article, with a brief author biography. We want you to be recognized for your contribution.

We prefer articles to be written in a style that is aimed at a fairly broad, yet scientifically literate, audience. For example, abbreviations and specific technical terms can be used, but they should be defined on first usage in the text (as well as in tables, figure captions, etc.). We also work hard to prevent our editorial material from becoming overtly commercial. Any discussion of a particular process or piece of equipment should also include a larger context—be it scientific, economic, regulatory, etc.

Use abbreviations according to the metric system for weights, measures, area, and time, as well as other common science and technology terminology such as °C for temperature and (%) symbol only after numbers.

Submit the article by e-mail as an attachment (a Word .doc) to Managing Editor Kathy Heine at kheine@aoacs.org (phone number: +1-217-693-4895). For a list of the 2010 topics receiving key coverage in the magazine, visit

<http://www.aocs.org/Membership/inform.cfm?navItemNumber=627&navItemNumber=627>.