

Watermark Magazine: Submission Guidelines

Watermark magazine is the official publication of the BC Water & Waste Association (BCWWA). *Watermark* is published quarterly and covers a wide range of water and wastewater-related topics. Prospective authors are encouraged to view the most [recent edition of the magazine](#) on our website to become familiar with the magazine's editorial style and previous content.

Each issue contains 4-6 feature articles on technical topics corresponding to the editorial calendar. Technical articles are an important part of the magazine and are the highest-read component. While *Watermark* editors may send direct requests for articles from individuals or organizations, the BCWWA also welcomes unsolicited submissions.

HOW TO SUBMIT

- Feature articles are editorial in nature. Articles should resemble a magazine article rather than an advertorial or academic paper.
- Feature articles typically contain between 1,000 and 1,500 words. Shorter 750-word articles are also accepted. If possible, let us know the approximate word count in advance.
- Articles should be submitted in an electronic format (i.e., Microsoft Word, .docx files) and can contain a title.
- Provide any supporting images in a high-res format (PNG, JPEG, or EPS (at least 300 DPI)). Photos, graphics, maps, schematic drawings (digital format) are accepted. Please send them as separate image files. Where applicable, caption each image and provide photographer credit.
- Authors may also include a short bio and headshot (optional).

View [theme descriptions](#) for each issue on our website.

While *Watermark* strives to offer a variety of voices and writing styles in each issue, each article must follow some basic guidelines:

PERMISSION TO PRINT

By submitting an article, photo or a combination thereof, you are giving permission for the submitted materials to be printed in whole or in part in *Watermark* and online.

If you are not the copyright owner of the material, you must seek permission from the owner and submit to BCWWA a copy of their written permission to print along with the material.

NON-COMMERCIAL CONTENT

Feature articles should be of interest to a general audience, provide informational content and be free from any promotional language. Specific product information should be made generic unless its

inclusion is essential for the reader’s understanding. Company names should not appear in an article more than twice.

TARGET AUDIENCE

Articles submitted must be of interest to *Watermark* readers. Our readership is comprised of over 4,000 water and wastewater facility operators, utility managers, engineers, technicians and technologists, consultants, government policy and regulatory staff, backflow assembly testers and cross connection control specialists, researchers, and suppliers in BC and the Yukon.

ARTICLE LENGTH

Feature articles typically contain between 1,000 and 1,500 words. Articles should be submitted in an electronic format (i.e., Microsoft Word, .docx files). Please include author(s) names, job title(s), company, telephone numbers, and email addresses in case follow-up is required.

Shorter 750-word articles are also accepted for non-feature articles – please let the *Watermark* editorial team know your estimated word count prior to submission.

WRITING STYLE AND EDITORIAL GUIDELINES

Articles submitted should resemble a magazine feature rather than an academic paper. All articles should have a headline and one or two short introductory paragraphs that hint at the outcome.

Where possible, section headings, sub-headings and bullets are recommended to break up the article into easy-to-read segments of information. The article should have a logical flow from beginning to end, whether it is chronological, spatial or in order of significance. Any references should be attributed within the text of the article. Information that is relevant but not central to the article – such as a list of Internet resources or further readings – should be listed separately.

BCWWA reserves the right to edit manuscripts with respect to length, clarity and conformity within the editorial guidelines and according to the [Canadian Press Style Guide](#). BCWWA will contact authors to clarify any substantial edits and/or send back edited manuscripts for review or approval when necessary. Authors may also be asked to revise their articles or provide additional information.

PHOTOS, ARTWORK, TABLES AND CHARTS

Authors are encouraged to submit accompanying artwork, especially original photos illustrating locations/equipment mentioned in the article. Original graphic files (photos, figures, tables and charts) must be sent as separate files – not inserted within the article text file.

Here is a list of the preferred file formats for each type of artwork:

Photos and figures	TIFF, JPEG, or EPS (at least 300 DPI).
Tables and charts	Microsoft Word or Excel – PowerPoint files are not accepted.

Where applicable, captions and credits should be given to the photographer or copyright owner for each artwork file submitted. The captions and credits may be listed at the end of the article text file.

Artwork file names should correspond to the content and should be referenced within the article text file, e.g., 'Figure 1 –wastewater treatment plant.jpeg'.

AUTHOR BIO

Article author(s) should submit biographical information, including title or professional discipline; professional or educational degrees, titles and certifications; and company name or educational institution for inclusion in their byline at the beginning of the article.

If desired, authors may also submit a short (150-200 word) professional biography and headshot image for placement at the end of the article.

NOTICE OF PUBLICATION

We are happy to provide contributing authors with a digital copy and PDF excerpt of their article. BCWWA maintains copyright of *Watermark* magazine and appreciates credit upon redistribution.

If you would like to receive your article in a printed copy of *Watermark* magazine, please contact Sarah Pratt at communication@bcwwa.org.

Questions? Please contact *Watermark* Staff Editor, Sarah Pratt, at spratt@bcwwa.org or phone 604-630-5348.