



ITAK Author Information

Becoming an Author

Once you have submitted an email request to join the author group, you will remain on the author's list and receive notifications about upcoming issues and themes, deadlines and opportunities for articles on particular topics. If you are not participating in a particular volume of the magazine, just delete the email. If at any time you choose to stop being an author, send an email to ITAK@iaitam.org. You do not have to receive approval to write an article on a particular subject for submission, although you are welcome to discuss ideas and receive help from IAITAM.

Content for the magazine

Submitted articles are to be professional, educational in nature and of interest to the IT Asset Manager, IT Director or CIO. Articles may be entry level, advanced ITAM topics, or IT industry trend topics. Those based on experiences, good and bad, are strongly encouraged. Topics that are of interest or important to IT Asset Managers, but not under their responsibility are welcomed as well. If a topic falls under the scope of the executive management of the IT Asset Managers, information on that topic aids in understanding the overall goals and opportunities for synergies. Examples of topics that are relevant are technical aspects of security, working with Enterprise Resource Planning tools and processes, or changes in processes required by HIPAA.

Articles that are relevant to a specific segment of the readership are welcomed as well. Examples of topics would be an article discussing acquisition rules within the federal government, or disposal and recycling laws in a particular country.

The basic rules for article submissions are that the article must be:

- Educational
- Of value to IT Asset Managers or some segment of them, whether directly to perform their jobs or knowledge that is valuable because it impacts the work of people that they typically collaborate with (such as Security, Network professionals, Resellers, providers, etc.)
- Not a sales pitch for a particular product or service. Product names can be mentioned, along with how they are used in the context of the topic
- Professional in attitude, language, perspective. Diatribes are not encouraged. Well-thought out opinions that stir discussion and controversy or that differ from IAITAM's perspective are welcomed.
- Not covering ground already covered extensively. Adding something new, or at a different depth makes acceptance more likely



Sections of the magazine will always include (with some examples for clarity):

1. Software management (life cycle management, compliance, case study, tools)
2. Hardware management (life cycle management, recycling, disposal management, case studies, tools)
3. IT Industry Influences(Legislation proposed, SOX, security, pricing trends)
4. The business of ITAM (financial, contractual, negotiations)
5. Organizational (working with other departments, change management, disaster recovery, RFPs)

Each magazine will have a featured topic. Any article submitted for that edition will be considered for the Feature Section of the magazine. Future themes include:

- Mergers and Acquisitions, Outsourcing
- Security and Disaster Recovery
- Goal setting

As mentioned earlier, standard topic sections will also be available in each magazine, so please do not feel restricted in any way by the featured topic.

What to submit and how

Articles are to be 500-1900 words in length, although feature articles are expected to be over 2,000 words. The editors will work with the author to adjust the article if necessary.

The article itself should be emailed to ITAK@iaitam.org. Articles should be submitted as a WORD file. Any graphics that you would like to submit with the article should be in high resolution (at least 300 DPI) and in a separate file. You may note in the text of the article where you would like the graphic to be placed.

Each time you submit an article, an Article Submission form must be sent with it. A signature from each author is required on the form. The form is on the IAITAM website, here is a link for you to use: <http://www.iaitam.org/ITAK.htm>. The form should be faxed to **1.330.628.3289**. The fax number is also listed on the upper right corner of the form. The form was recently updated to provide a place for short bio information and some other changes, so please download a fresh copy.

Articles can be submitted at any time, as a database of articles will be maintained. If you wish your article to appear in a certain magazine, include it in the email accompanying the article. Please note that all content is reviewed by IAITAM and material chosen that provides diversity of content, authorship and source. Content is submitted to the publisher where editing for grammar, format and presentation may occur without change to the substance of the article.



Acknowledgement

Authors will be acknowledged by Name, Company, IAITAM certifications and membership in the association on the byline of the article. An ending byline sentence can also be added if the author would like to provide some information on their current position or experience. Web addresses are not permissible. Those wishing to publish as an IT Asset Management professional without mention of their current employer may do so upon request. At the end of the article, the editorial staff will place some short information about the individual such as title and company name.

Authors are automatically placed on the distribution list for the mailed copies of the magazine. Electronic reprints of your own article will be available two weeks prior the start of the month that the article is to be published. No other reprint types are available.

Who to Contact

If you are a provider, consider the power of an advertisement to accompany your article. Contact Diane Roach at droach@iaitam.org to discuss.

IAITAM Contacts	Responsibilities
Lynne Weiss LWeiss@IAITAM.org +1.440.427.0154	Vice President, Sales and Marketing ITAK advertising ITAK Content
Diane Roach DRoach@iaitam.org +1.330.877.1437	Sales Executive, IAITAM ITAK Advertisers

Other questions about the magazine or IAITAM? Check our website at www.iaitam.org.