



Mission Statement

Launched in June 2006, Bodo's Power magazine serves the Power Electronics, Power Management, Power Conversion, Intelligent and Embedded Motion Control markets world wide for systems design engineers.

Contribution

	<i>Text</i>	<i>Graphics</i>
Cover Story:	2400 words in word	about 6 to 8 graphics in 300dpi jpg
Feature Story:	1200 words in word	about 4 graphics in 300dpi jpg
Industry News:	200 words in word	one picture in 300dpi jpg
New Products:	200 words in word	one picture in 300dpi jpg

Press Release rules for publishing:

About **100 to 200 words** are perfect to explain the key message, no embedded graphic or pictures, just the text in **word format** sending to my desk. Pictures should have a min of **300dpi** and be sent in jpg, tif or bmp format with the same file name for identification. Anything in mixed versions or in PDF or RTF will complicate and delay the straight forward processing into the magazine.

The PRs go into a folder each month and will be used only that month. The ones that make it are shown in the magazine. Special addressed PRs for an upcoming issue will go to the folder of that issue. I have to select about 15 PRs out of 300 each month.

I cannot predict until last minute how much space in total will be available for PRs and how many of the 15 can find the way into the magazine.

I like to have full sets of material processed that includes the pictures. There is no time for back and forth communication. Please have your full contacts for reader service at the end of the text. That includes location and postal address.

It is very helpful to have the company name used for the file name for easy identification within all the so called "Press Releases" coming in by E-mail.

Feature Article rules for publishing:

About 1200 words +/- 200 no embedded graphic or pictures, just the text and marks where to place them. Graphic or pictures about 4 +/-2 pictures and should have a min of 300dpi and be sent in jpg, tif or bmp format. Please send material the first week of the previous month. Confirm asap to help me do proper planning.

Cover Article rules for publishing:

About 2400 words +/- 200 no embedded graphic or pictures, just the text and marks where to place them. Graphic or pictures about 8 +/-2 pictures and should have a min of 300dpi and be sent in jpg, tif or bmp format. Please send material the first week of the previous month. Confirm asap to help me do proper planning.