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Infrastructure, regulatory and financial information for the antenna-siting community



AGL magazine is the official commercial magazine for PCIA—The Wireless Infrastructure Association

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Editorial Guidelines, 2007 Editorial Calendar and Editorial Policy

CONTRIBUTIONS

AGL (Above Ground Level) magazine covers the management, operation, siting, financing, marketing, regulation, construction, safety and engineering of tower-mounted antenna sites for wireless communications, as well as sites located on other structures, such as rooftops, water tanks and utility infrastructure. The magazine also covers related topics, such as in-building networks and distributed-antenna systems (DAS). Support infrastructure for sites (electrical, environmental control, monitoring, security, etc.) is also covered.

Feature article deadlines are well in advance of the news deadlines for a given issue (see "Editorial Calendar").

Feature article writers must sign a release affirming authorship and that their articles have not been previously published, and assigning print and electronic publishing rights to Biby Publishing. Galleys proofs of accepted articles are made available for author review after they are edited and before publication. Contributing writers or columnists may be paid writing fees for their contributions if they are independent from commercial interests in the story. Compensation is determined by the editors based on length and expertise. Contributors must sign the release form prior to publication. Free-lance articles by non-industry writers may be considered but are not encouraged. Columnists or article contributors who have a financial or consulting relationship with firms discussed in their

articles must make these associations known to the editors for disclosure to our readers. Biby Publishing owns the copyright to articles as they are presented in AGL, and permission must be granted for reprints in any format, including postings to Web sites. Limited rights agreements may be considered at the editors' discretion.

EDITORIAL POLICY

Biby Publishing has a written code of editorial standards and ethics for all its print and online publications. This policy is to be found at the end of these guidelines. Because of time constraints, we do not reply to inquiries or unsolicited submissions that are not appropriate to our magazine's audience and focus.

OUR MAGAZINE'S AUDIENCE AND FOCUS

Published eight times a year, AGL contains articles, reports, product information and news about trends and developments in the antenna-siting community. Our readers are owners, administrators and managers with corporate, operations and technical responsibilities. Our audience includes antenna site owners and managers; construction, engineering and consulting services; wireless service provisioners and operators; commercial broadcasters; government communications (including public safety); and private business, industrial, utility and transportation users of wireless networks.

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Structures

# Things to know *before* submitting your article to *AGL*

## 1. What does *AGL* mean by “editorial”?

Within publishing, “editorial” refers not only to opinion columns, but to *all* article and news material; that is, everything that is not advertising.

## 2. What are “feature” articles?

Detailed information on product-design advances; technical practices and standards; news analysis; legal, regulatory and financial topics; customer applications; operating procedures; problem-solving examples; and educational articles are all types of “features.” They must specifically address the industry and the readers we serve. We reject general business articles and marketing “puff” pieces long on testimonials and short on useful facts.

## 3. *AGL* rejects submissions simultaneously sent to other publications and previously published articles.

We want to be the leader in antenna siting coverage. To accomplish that, our readers must see it in our pages *first*.

*AGL* will not run “recycled” material or participate in concurrent publication. Any article that appears in substantially the same form in another magazine before we print it will be dropped from our schedule (features, not news or product releases). We *may* consider publishing a article that has appeared previously, with limited distribution, in a company’s or an association’s internal literature, newsletters or on their Web sites.

## 4. The article doesn’t need to be complete before you contact us.

If an article is incomplete or in the planning stage, we may be able to suggest inclusion of topics or examples that will improve its usefulness to our readers. An email or letter of inquiry to editors is always a good first step.

Summarize the topic or scope of the article in 50–100 words. We’ll respond as soon as possible *if* the topic is appropriate for our audience. However, we commit space to *finished* articles, not “concepts.” We won’t commit to publishing an unseen article based solely on an idea, outline or abstract. An inquiry with a summary is the best way to find out if a similar article is already scheduled to appear. We get many submission ideas. Duplications—and coincidences—happen.

## 5. The most appropriate articles are accepted first:

*Editorial calendar topics* — Articles on a topic that has been scheduled for a specific issue on the annual Editorial

Calendar (*see last page*) have priority.

*New technology* — Technological advancements always draw interest. A peer review by members of *AGL*’s Editorial Advisory Board or by an outside reviewer may be requested by the editors if the article topic is breaking new ground. We honor time-dependent embargoes for *technical features only*—not for news. Marketing “advertorials” that promote new products or services without any supporting technical data, trial information or case studies will not be accepted.

*Keep it short* — Well-illustrated, short articles that provide useful information to readers are printed sooner. *AGL* may accept long articles or a multipart series, but the topic must be able to sustain interest over our schedule.

## 6. Article length should be appropriate to the size of the magazine.

The optimum feature article length is about 1,600 words. Minimum length to run as a single-page magazine feature is about 750 words. Articles longer than 2,400 words may need to be shortened or serialized, depending on space available. Multipart (series) articles are generally not preferred. There is no guarantee that there will be space for a “Part 2” in the next issue following “Part 1.” Writers must submit *all* of the parts *before* we will accept the article.)

## 7. The editors set the schedule. Appearance in a specific issue cannot be guaranteed.

Which article is published first depends on scheduled topics, anticipated reader appeal, date of receipt, length and the number of articles already on hand about similar subjects. All articles are scheduled at the editors’ discretion.

## 8. Meeting the deadline does not ensure immediate publication.

The earlier an article is received, the better its *chance* to be published in a specific issue. To maximize the likelihood of being published in a specific issue, *don’t wait until the deadline*. Send your article in as soon as it is ready. Three months before the cover date is not “too early.” Articles submitted right at deadline might not appear because some issues have less space than anticipated. Sometimes *everyone* sends a manuscript at deadline. Only a few can be worked on during the last few critical days, and your article might need more polishing than the time remaining allows. The more lead time we have to work with an article, the better it will

appear, in terms of readability, design and appropriate illustration. Feature article deadlines are generally two months before the cover date. (For example: The May/June issue of *AGL* goes to the printer before the end of April. Space has already been allocated by early April. Therefore, Feature articles for May/June ideally should be submitted by late March.)

## 9. All submissions are subject to editing and revision to conform with the magazine’s house style.

The editors will modify voice, structure, spelling, grammar, wording, abbreviations and technical terms to conform to the magazine’s house style and to keep the article clear and concise (*See “Manuscript Preparation” on the next page*). Editors will fact-check when appropriate, but authors are ultimately responsible for accuracy. Authors will receive a copy of substantive revisions before publication.

## 10. Editorial code and review policy.

*AGL* is published by Biby Publishing LLC, which maintains a written *Editorial Policy* that is included in this document.

Authors must clearly declare any financial interest in, or representation for, any company named in their articles. Readers must be made aware of pecuniary connections that might bias an article.

Selection of editorial topics, treatment of issues, interpretation and other editorial decisions will *not* be determined by advertisers, advertising agencies or by the advertising department of the magazine. Please do not ask our advertising managers to handle editorial submission inquiries. Contact the editorial department directly.

Advertisers may not review articles before publication, excepting those they themselves have contributed. Advertisers and potential advertisers will not receive special treatment because they contract for space. Non-advertisers will not receive unfavorable treatment, nor will they be excluded from our coverage, because they do not advertise.

Advertisers may not request advertising space on pages where feature articles they are contributing appear. Neither will advertising be inserted on those pages pertaining to competitors or similar products or services.

*AGL* is an independent publication but cooperates closely with PCIA—The Wireless Infrastructure Association. Prior to publication, the contents of some articles are made known to the association, only as an advisory courtesy.

# MANUSCRIPT PREPARATION

Editors are your allies in getting your article ready for publication. When in doubt—ask. We're here to help.

If an author's article is being submitted through an agency or a company's marketing or PR department, identify **one** person as our contact. This avoids miscommunication and redundant messages.

## Typical article format

AGL features articles generally require: a working title, a descriptive abstract sentence, author's name, credit (your job title and where you work) and the text. Lengthy articles often require one-line subheads for sections of the article. Additionally, you may have tables, graphics, photographs and so forth. Working captions for these should be provided. Keep your working title and abstract sentence simple and descriptive. *The final titles/headlines, deck heads, pull quotes, captions, subheads, etc. that will be used are the purview of the magazine. The editors will make these choices for impact, space or type design reasons.*

## Bylines, acknowledgments credits

Bylines should be the author(s) of record. Persons who reviewed the article, or contributed to research, can be mentioned in the text or in the credit line at the end. Readers respond better to articles by their peers. Articles by managerial or technical people are more credible to our readers than pieces by the sales or marketing staff. If the author *is* the marketing manager, but *also* happens to be a professional engineer or similar expert, the professional credential should be emphasized. Relevant degrees or certifications may be included ("by Henry Smith, P.E., and Ralph Killawott, C.E.T.").

The author credit line should include only your job title, company or affiliation, and location ("Smith is director of research and development for Apex Antenna, Grover's Mill, NJ, and Killawott is field operations manager for EtherTel Wireless, Brooklyn, NY."). We may ask for more detailed author backgrounds or photographs for our "Contributors" page.

## Text development

**I.** Opening paragraphs should intrigue the reader and answer his or her unspoken question: "Why should I spend my time reading this?" *Briefly* define the problem that the described product, service or procedure solves.

**II.** *Briefly* explain how the situation or procedure has been dealt with in the past. Many readers will decide whether

or not to read the rest of the article based on your familiarity with the subject.

**III.** *Briefly* describe any alternative, contemporary methods or equipment related to your topic and—objectively—their strengths and weaknesses. Don't pretend your competitors don't exist.

**IV.** Give details about the product, procedure, technology or situation that you're recommending or reviewing. Assume that most of AGL's readers know basic telecommunications terms, but remember that not all readers (or editors) will know abbreviations or vocabulary specific to your topic. A site broker may not know what a "gin pole" is, and a tower construction crew supervisor may not be familiar with what "BBE tenants" means.

Share what you learned in developing the solution. Editors can delete extraneous material, but they cannot edit much information *into* an article. Don't scrimp when describing how something was done. Case studies, if used, should go deeper than just mentioning the client or cooperating company's name. Describe the specific problems encountered and your problem-solving steps, but don't wander off into unrelated anecdotes. Avoid non-informational "testimonial" quotes from clients or users.

For articles on troubleshooting and systems design, include decision-making processes and step-by-step instructions. For products and systems, details may include the function of devices and the relationships among components in a system. A diagram (see "Graphics and Tables") may help. For service and maintenance procedures, include a checklist of recommended actions and safety steps.

**V.** Bring the technical discussion to a definite conclusion, such as "These trials all demonstrated that transistors can save space and power, compared to vacuum tubes." This is where "inoffensive commercial plugs" belong: "The new remote downtilt module is being used exclusively in Apex's Zephyr antenna line pictured below. Gain has been consistently within the range of ...."

Don't just *list* product features; explain their *significance* to the article's topic. If your company created the product or technology, explain features in terms of specific problem-solving or needs fulfillment.

Leave out off-topic "bells and whistles" that belong in product press releases and vendor literature. Don't make the article too commercial, and keep comparisons to similar (competitors') products *fair*. We will delete

blatant sales pitches and "flames."

Do **not** insert service marks into your text (see "Trademarks and Trade Names"), and use brand names *sparingly*.

## References

Scholarly or legal-style footnotes distract the reader and are inappropriate for most AGL articles. If, for professional or ethical reasons, you *have* to include a reference, do it parenthetically.

## GENERAL WRITING AND PREPARATION TIPS

**Style** — Look at issues of AGL for house style on spellings, punctuation, abbreviations, capitalization and units of measure.

**Format** — Submissions by email or CD-ROM are preferred. If you submit an article by email or on a disk, it must be in IBM-PC-compatible format. Microsoft Word documents are preferred. Otherwise, save the article in a generic text format (.rtf or ASCII). **NOTE:** *Do not attach or embed photos graphics, equations or text boxes in the Word document.* They are unusable in that format. Send them as separate files (see "Graphics and Tables"). Use simple, common typefaces. Fonts are not universal, and font substitution could alter your information. If the article uses scientific or mathematical symbols, mail us a hard copy of the article for reference. For hard-copy submissions, send double-spaced, typewritten manuscripts or letter-quality printouts on white paper.

**Voice** — Avoid second-person statements. Write: "The unwanted sideband is filtered by ..." instead of "You should filter out the unwanted sideband by ...." The editorial "we" should be reserved to articles with multiple authors or researchers. If you're referring to yourself, just say "I." Avoid wordy transitions, like "Now I am going to talk about ..." or "We have seen how the frammistat works, and now we'll examine the role of the geegaw." Just use a descriptive subhead at the beginning of the next paragraph to shift into a new topic.

**Sentence construction** — Technical or engineering writing inherently has longer, harder-to-follow sentences. Don't compound the readability problem with long strings of prepositional phrases. Instead of writing "Most of the noise on the signal at the input of the receiver in the shielded portion of the transceiver is ..." write "Signal noise at the receiver's shielded input is ...." Don't write "In order to ascertain the performance of a receiver ...." Instead, write "Check receiver performance by ...."

## GRAPHICS AND TABLES

“Graphics” are photographs, drawings, schematics, block diagrams, tables, charts or graphs. Illustrations may be added to an article by AGL’s art director to help attract readers or to create a certain atmosphere for the article. Graphics you supply should illustrate points made in the article or clarify the text.

Graphics should be numbered and ordered and then referenced in the text for the editors so the graphics can be placed in proper sequence. Use the text that describes the illustration to help create your captions. The graphic and its caption should make sense without having to read the article. Abbreviations, units of measure and symbols in the text should match those used in illustrations and captions. Avoid information overkill; data in tables should not duplicate graphs, photos should not duplicate diagrams.

**Electronic graphic files** — Do not send graphics saved in “native file” formats; that means application program files such as CAD files, CorelDraw, QuarkXpress files, Microsoft Word, Macromedia Freehand, and so forth. We prefer images that have been saved as tagged image format (.tif) or encapsulated postscript (.eps) files. We will accept photographs and computer-generated drawings created as PC-compatible Adobe Photoshop (.psd) or Adobe Illustrator (.ai) documents if they meet the other specifications below. Do not send photos as Adobe PDF files.

Digital still camera (DCS) photos sent as “jpeg” (.jpg) images are acceptable if the resolution is high enough.

The *minimum acceptable resolution* for graphic files is 600 dots per inch (dpi) for B&W line art and 300 dpi for photos and color illustrations at *final print size*. We prefer files saved in CMYK (four-color printing) mode, but RGB-mode files created by digital cameras may be accepted.

Watch your image size and resolution. For example: A 35mm slide, scanned at 300 dpi at 100% of its original size (about 1½" × 1"), only has a resolution of 100 dpi when enlarged to print two columns wide (about 4½" × 3"). The scan would be unusable. If a graphic needs to be enlarged, do it *during* the scanning process.

Do *not* send us Web site graphics in “gif” (.gif) format or PowerPoint slides to be used as illustrations. These formats are for computer and Internet Web site applications, for viewing on a monitor, not for printing. The size, resolution and color coding are *not* compatible with our publishing requirements. If you don’t have the facilities to scan graphic files,

send us the original flat art by mail. (Mark originals that need to be returned.)

**Photographs** — Digital cameras are being widely used now, but only the higher-end models have sufficient memory capacity and resolution to produce a 5" × 7", 8" × 10" or larger image at 300 dpi or higher. Check your settings.

For non-digital photos, send transparencies (slides) or prints. Avoid having them printed on textured photo paper. Screened photos (ones that already have dots) do not scan well; so don’t send tearsheets from brochures, send originals. Avoid pictures of featureless equipment (“white boxes” and “black boxes”) on stark backgrounds. Avoid photos with large or intrusive product branding. (Product branding is not allowed on cover photos. It will be digitally airbrushed out.)

Sometimes, photos are more useful when there are labels, arrows or other informational aids directly on the image. In this case, we strongly prefer to have *two* copies of the photo. One with, and one without, the labels. This helps us create markings consistent with illustrations presented elsewhere in the magazine.

If people not connected with your organization appear in your photos, make sure you obtain any necessary permission to use their likenesses. (This is generally not necessary if the photo was taken in a public place.) The editors can supply you with release forms if necessary. Double-check what’s going on in the background of the photo. Verify that proper procedures and safety gear are being used. Competitors—and regulators—*do* notice.

**Drawings, schematics, charts and graphs** — If a technical illustration has to be redrawn or resized to fit available space, the information must be readable and accurate. Think ahead about how large the labels will be in the magazine. Exact spatial or geometric relationships that need to be maintained if the illustration has to be redrawn should be noted for our art department. For example: If a support brace is supposed to be an equilateral triangle, make sure that is noted and that the drawing *shows* equal sides and angles. Keep drawings simple: black lines on white, untextured paper. (Scanning picks up colors, textures and watermarks.) You can use color to clarify the drawing, but we may add shading, solid colors and tints later. Use standard electronic symbols on schematics and block diagrams. On graphs, label all axes clearly, *including units of measure, noting the increments*. If a graph has a logarithmic scale, note that clearly.

**Labeling** — AGL uses a specific typeface

for “callouts,” or ID labels, in illustrations. Ideally, it is helpful to receive one copy of the art *labeled*, as a guide, and one copy without the callouts, which we will add later. Label and number illustrations so they can be presented in proper order. (Number photos, figures and tables as separate groups.) Limit the original size of any hard-copy photo or illustration we will have to scan to 8" × 10" or smaller.

*Visualize* the illustration’s size and complexity as it will appear in print: a 10" × 10" original schematic and its labels may lose readability when reduced to 4" × 4" in the magazine. Illustrations (including software “windows” or “screen snapshots”) from third-party sources should include appropriate permissions and credits.

**Tables and equations** — Tables and equations should be kept to a necessary minimum. They will be typeset, not scanned, to conform to the overall style and appearance of the magazine. Headings, footnotes, subscripts, superscripts and Greek or mathematical characters should be legible and distinct. Simple equations will be kept within the text. Whenever possible, reduce equations to their simplest terms. Complicated equations will be set on a line by themselves or placed in a sidebar box.

## TRADEMARKS AND TRADE NAMES

Trade dress symbols (® ,™ and ™) are *never* used in editorial copy—no exceptions. Likewise, brand names using special typefaces and “goofy” capitalizations or punctuation will be changed to standard capitalized proper names in article text font (“gymϞRΔϞKi” would be printed as “Gymcracki.”)

*Legal names of companies or entities* with “midcaps” (EverSharp TowerForge) will not be altered. Business abbreviations at the end of company names (Co., Corp., Inc., A.G., Ltd.) are never used except to distinguish a company (Joseph Green Co.) from an individual.

Trade names that are common words, or contrived words *pronounced* as words, carry a capitalized initial letter for each word, identifying it as a proper noun, with the remaining letters in lowercase type (Patriot, Ektachrome, Quick Grip). Trademarks that are true acronyms or initials (EDACS, LTR) remain in all-caps. To avoid “advertorialization,” limit product names to three mentions in the text and in the captions. Additional references should be the generic term. Alternatively, you can insert a reference to a trademark, and define its ownership, in the credits:

Acme Antennas has trademarked the smart-antenna system described in this article under the name “Gymcracki.”

## COLUMNS AND NEWS DEPARTMENTS

Besides feature articles, AGL's editorial content includes contributed columns, *Products* releases and information for our *Backscatter* news section (such as calendar events, personnel transitions, siting news and financial deals).

All submitted columns and press releases received are subject to revision and editing for style and space.

### ROTATING GUEST COLUMNS

- *Materials and Forces* covers technology and engineering relevant to site operations and maintenance. Submissions are invited from industry engineers, operations managers and technicians. Maximum Length: 900 words.
- *Law of Physics* covers regulatory, zoning and contractual matters affecting site ownership, operation, maintenance and safety. Authors must be practicing attorneys, government regulators or association legislative-affairs officers involved with telecommunications. Maximum Length: 900 words.

### PRODUCTS

- *Products* presents information from manufacturers (OEMs) only. Products must be applicable to the antenna-siting industry and our readership. Color or B&W photos may be submitted. Photos may be cropped or cut for

space. (See the *Photographs* section under "Graphics and Tables.")

Releases should contain technical information only. Subjective comments and puffery about products or companies ("first," "best," "smallest," "fastest," "popular," "most efficient") or vague assertions ("foremost solution" or "easy to install") cannot be verified by the editors and will be deleted.

These guidelines also apply to copy for specialized editorial sections in AGL, such as showcases, directories and buyers' guides. All submissions will be edited for style and length.

*Products* submissions can also include "New Media" such as bulletins, reports, data sheets, service manuals, catalogs, software, CD-ROMs, video tapes, audio tapes and books.

### BACKSCATTER

- *Calendar* items pertaining to major industry trade shows, seminars and conferences. Preference is given to events sponsored by trade associations, government entities or non-profit/educational institutions. We do not include for-profit events created by commercial seminar businesses. Supply the event dates, the event title, the name of the sponsoring organization, the location of the event (host city and

meeting facility) and a contact phone number for inquiries or registration. Unverifiable items without contact information will not be used. Meeting notices must be received by the news deadline (see the calendar, below).

- *News* items may include industry-related company activities, regulation, mergers, acquisitions, divestitures, joint ventures, major contract awards and dealer programs. AGL will not honor a dated "embargo" for news; if it's not for immediate release—don't send it. Non-news items, such as ISO certifications, local community service projects, promotional programs and "grip and grin" presentation photos are discouraged.
- *People* news is welcome, particularly new hires and promotions. Include the individual's name; new job title; new company, territory or department; former job title; former company, territory or department; and company contact information so we can verify the information before printing it.
- *Letters from readers* run on a space-available basis and will be edited solely for space and grammar. All letters must be attributed and signed—no anonymous letters are accepted. Email letters are also accepted, once verified, if the writer makes it clear that the email comment may be printed.

## 2007 EDITORIAL CALENDAR

### Recurring industry-expert columns:

"Risky Business" by David Saul (insurance and liability)  
 "Vertical Assets" by R. Clayton Funk (investment and finance)  
 "Materials and Forces" (rotating; engineering/technology)  
 "Law of Physics" (rotating; law and regulation)

### Ongoing coverage:

Tall towers; concealment systems;  
 Distributed Antenna Systems;  
 State Wireless Association  
 Programs; tower-hand safety

ISSUE	FEATURE TOPICS	ARTICLES DEADLINE	NEWS DEADLINE	SHOW DISTRIBUTION	AD CLOSING
JAN 2007	<b>TOWER OWNERS BUYERS GUIDE:</b> The year-round desk reference used by tower owners to find products and service vendors. Brought to you by <b>TowerSource</b> .	N/A; Listings by 12/11/06	N/A	NATE, Nashville, TN, Feb. 12-14, 2007	12/15/06
FEB/MAR 2007	<b>SITE SERVICES ISSUE:</b> Spotlight on monitoring, maintenance, construction and installation.	12/28/06	01/10/07	NATE, Nashville, TN, Feb. 12-14, 2007	01/04/07
APRIL 2007	<b>POWER AND GROUNDING ISSUE:</b> Spotlight on power systems, alternative and backup power sources, lightning protection and grounding.	02/09/07	02/22/07	CTIA Wireless & Tower Summit, Orlando, FL, Mar. 27-29, 2007 IWCE, Las Vegas, NV Mar. 28-30, 2007	02/16/07
MAY/JUN 2007	<b>SITE TECHNOLOGY ISSUE:</b> Spotlight on construction, rehabilitation, augmentation and infrastructure technical advances.	03/26/07	04/05/07	UTC Telecom 2007, Austin, TX, May 6-9, 2007	04/02/07
JULY 2007	<b>SITING ISSUE:</b> Spotlight on success stories and obstacles to permitting and developing new site buildouts.	05/17/07	05/30/07		05/23/07
AUG/SEP 2007	<b>SECURITY AND RELIABILITY ISSUE:</b> Spotlight on site hardening, physical security and service continuity.	06/22/07	07/05/07	APCO International Baltimore, MD, Aug. 5-9, 2007	06/28/07
OCT 2007	<b>REGULATORY ISSUE:</b> Spotlight on environmental, emissions and workplace regulation; AGL/PCIA Awards	08/17/07	08/29/07	PCIA Wireless Infrastructure Show, Orlando, FL, Oct. 1-4, 2007	08/23/07
NOV 2007	<b>TOWER FINANCE ISSUE:</b> Spotlight on financing, portfolio acquisitions and divestitures, and contracts management.	09/28/07	10/16/07		10/09/07
DEC 2007	AGL HORIZONS 2008 ISSUE (2008 industry outlook).	11/01/07	11/13/07		11/07/07

# Biby Publishing Editorial Policy Statement

(Adopted July 2004)

Professional integrity is the foundation of journalists'—and publications'—credibility. Business-to-business magazine readers—especially executives and managers—expect honest and accurate information to guide their decisions. Biby Publishing's **Editorial Policy** is designed to meet those goals and to conform to the editorial codes and ethical standards of the American Business Media (ABM), the American Society of Business Press Editors (ASBPE), the American Society of Magazine Editors (ASME), the Magazine Publishers of America (MPA) and the Society of Professional Journalists (SPJ).

Situations and issues not specifically covered in this policy statement will be handled in a manner consistent with those standards. We subscribe to the same general principles of honesty, thoroughness, fairness and accuracy in gathering, reporting and interpreting information supported by these organizations and to the accepted best practices of the profession of journalism. This policy covers both our print and online publications. Biby Publishing will not deviate from this policy in any manner that would jeopardize the corporation's eligibility for trade and professional association memberships, our publications' eligibility for industry awards programs or the professional standings of our staff.

1. Editorial independence
2. Non-favoritism
3. Advocacy
4. Limited prior review by news sources
5. No review of editorial content by advertisers prior to publication
6. Editorial review of advertising content
7. Advertising layout and design
8. Use of Biby Publishing corporate and publication names and logos
9. Adjacency of editorial and advertising
10. Staff editors and writers may not contribute to advertising matter or advertisers' activities
11. Editorial calendar
12. Accountability
13. Plagiarization
14. Pecuniary interest
15. Public appearances and interviews
16. Gifts
17. Copyright
18. Sources and subjects
19. Contributors
20. Contributions and editing
21. Privacy
22. Persons and language
23. Use of trademarks and trade names
24. Images

## 1. Editorial independence

The chief editor of any Biby's magazine has final authority over all editorial content that appears in that publication and any online counterpart. Attempts to influence editorial content by soliciting the intervention of the publisher or the advertising sales department will not be countenanced. Selection of editorial topics, treatment of issues, interpretation and other editorial decisions will not be determined by advertisers, advertising agencies or the advertising departments of our publications.

## 2. Non-favoritism

All companies and individuals providing goods and

services to the readers of Biby's publications will receive equitable editorial treatment. The inclusion, or omission, of references in features and news articles to specific companies, goods and services will be based solely on editorial merit. No company may expect inclusion because they contract for advertising space, and no company will be omitted from a story because they decline to advertise. Space will not be traded for coverage.

## 3. Advocacy

Editors will distinguish between advocacy and news reporting. Analysis and commentary in articles, columns and sidebars will be appropriately labeled or identified as such and not misrepresent fact or context. Opinions of contributors or correspondents may be disclaimed in a footnote, at the editor's discretion, in the following form: *"The information, opinions and characterizations in this article are solely the views of the author and do not necessarily reflect the position of AGL magazine or Biby Publishing."*

## 4. Limited prior review by news sources

Prepublication review of articles by news sources will be limited to those sections of the article pertinent to that source, such as the verification of quotes or the accuracy of information provided. Article information such as quotes, plans or statistics provided by a source's competitors will not be released prior to publication.

## 5. No review of editorial content by advertisers prior to publication

"As editors and publishers, we strongly believe that

editorial integrity and credibility are the magazine industry's most important assets. As a result, we believe that magazines should not submit table of contents, text or photos from upcoming issues to advertisers for prior review. We are confident that editors and publishers can inform advertisers about a publication's editorial environment or direction without engaging in practices that may at the very least create the appearance of censorship and ultimately could undermine editorial independence."

—MPA and ASME joint statement

#### **6. Editorial review of advertising content**

The publication's chief editor will have the opportunity to monitor compliance with these guidelines, and advertising pages will be made available to the editor in ample time for review and to recommend any necessary changes. The editor has the right to review, prior to publication, all sponsored content and other advertiser-supported materials of an editorial nature.

#### **7. Advertising layout and design**

The layout, design and typeface of advertising pages will be distinctly different from the publication's normal editorial layout, design and typefaces. Any advertising that contains text or design elements that have a quasi-editorial appearance must be clearly and conspicuously identified with the words "advertising," "advertisement" or "promotion" horizontally at or near the center of the top of the ad in type no smaller or lighter than the publication's normal editorial body type face. The editor will attach this label if it is not provided. The word "advertorial" will not be used as a substitute.

#### **8. Use of Biby corporate and publication names and logos**

The Biby corporate and individual publication names, logos and editorial staff will not be used in a way that suggests editorial endorsement of any advertiser. No advertisement or promotion will be placed on the front cover of the magazine or included in the editorial table of contents. This includes cover stickers and other attachments. This policy may be waived in regards to outer packaging, such as polybags or bellybands, at the publisher's discretion. The publication's name or logo may not be used on any advertising pages except those for the magazine's own products and services or other content controlled by the publisher. The latter case allows name and logo use in advertising for trade shows or seminars for which the publication is a legitimate sponsor or cosponsor.

#### **9. Adjacency of editorial and advertising**

Advertising pages will not be placed adjacent to related editorial material in a manner that implies editorial endorsement of the advertised product or services. Advertising also will not be placed adjacent if it contains images of people or products also contained in the editorial matter. No advertising copy will be accepted that states or implies advertiser control or improper involvement in the preparation of editorial materials in an issue. Reciprocally, advertisers' names and logos will not be used on any editorial pages to suggest advertising sponsorship of those pages, nor will any editorial page be labeled as "sponsored" or "brought to you" by an advertiser. Logos may, however, be included in directory and buyers' guide sections that are exclusively editorial content prepared as a service for readers. If an advertiser's name appears on an editorial page to indicate sponsorship of special awards or events, its logo will not be used.

#### **10. Staff editors and writers may not contribute to advertising matter or advertisers' activities**

Advertisers may not use the services of staff editors or staff writers to prepare ad copy, "advertorials," paid corporate profiles, inserts or similar paid advertising matter appearing in any publication. The editorial and advertising departments may recommend vendors for outsourcing preparation of these materials. Professional ethics restrict staff members from direct participation in such activities. This prohibition includes press releases, Web site copywriting and other marketing and promotional activities of industry advertisers, regardless of whether or not they are currently advertising in the magazine. The editorial staff may assist advertisers with the preparation of materials supporting third-party non-profit or charitable activities not directly connected with the advertiser.

#### **11. Editorial calendar**

The editorial calendar is published solely as an information service to readers and advertisers. It is not a promise or guarantee of an issue's content. Topics publicized in the editorial calendar may be added to, altered or omitted from the scheduled publication at the sole discretion of the chief editor.

#### **12. Accountability**

The staff editors and writers are accountable to our readers. They will respond to readers' questions

about our editorial content and conduct. Space will be provided in the publication or online, when available, for "Letters to the Editor" or similar reader feedback. However, unsigned or anonymous comments by readers will not be published. Reasonable effort will be made to authenticate a reader's comment before publishing it. Mistakes in editorial content or presentation will be corrected promptly and will be published as prominently as the original error as possible.

### **13. Plagiarization**

Plagiarization of other works will not be tolerated. Unintentional lack of attribution will be corrected in a prominent position in the next available edition. Willful plagiarism by a staff member, contributor, columnist or correspondent will be grounds for dismissal or being banned from the publication.

### **14. Pecuniary interest**

When columnists or guest contributors have a financial or consulting relationship with firms discussed in their editorial copy, this association should be made clear to the editors and disclosed to readers in the author's biographical information or a footnote in the article. Editorial staff members may not hold investments, offices or appointments in the fields or organizations covered by their magazines (excepting non-profit clubs and associations). Editors may not invest in companies or industries they personally cover (excepting investments in mutual funds, pensions or retirement plans that hold shares in a manner not directly controlled by the editor). Editors' spouses and other immediate family members should also avoid personal investments that might reflect unfavorably upon the editor. Any investment or transmission of "insider information" in violation of securities laws will be grounds for dismissal.

### **15. Public appearances and interviews**

Because staff editors and writers are expected to speak as authorities within their markets, they may accept invitations to appear as commentators or interviewees on television, radio and other electronic media. For these appearances they may accept payment if corporate management approves. Similarly, they may be interviewed or contribute to professional journals related to publishing and journalism, or industry publications that are not direct competitors with their publication. Editors may not accept payment of any kind for making speeches, judging contests or making appearances at functions held by companies or associations they cover.

Reimbursement of reasonable expenses incurred in connection with such speeches may be accepted. Editors may also accept "speaker gifts" of nominal value (*see below*) for participating in such events. Editors may accept fees for speeches given on their own time if there is no conflict with their editorial duties.

### **16. Gifts**

Staff editors and writers may not accept gifts or favors (except those of nominal value), fees, free travel or special treatment from companies or associations they cover, their public relations representatives or any other person or organization related to companies they cover. "Nominal value" is defined by standard practice as an intrinsic value of U.S.\$25 or less, or a branded item that is normally distributed free to the trade by the person or organization as a marketing promotion (e.g.: coffee cups, calendars, pens, caps, etc.). Editors may accept occasional meals and refreshments in the course of business dealings. Free travel or lodging expenses may be accepted in situations where it is being provided uniformly to all members of the press invited to a venue, with the prior approval by the chief editor. Editors and writers should also shun any secondary employment, political involvement, public office or service in organizations that might compromise their journalistic integrity or ability to cover the field of their publication in an unbiased manner.

### **17. Copyright**

All editorial content of Biby publications, unless otherwise noted, is protected by U.S. copyright. No reprinting, reproduction, copying, distribution or posting of content to Web sites is allowed without the express written permission of the publisher. Violators will be prosecuted.

### **18. Sources and subjects**

Anonymity of sources will be a last, rather than a first, resort. Sources will be identified whenever feasible. We believe readers are entitled to as much information as possible regarding a source's reliability. Anonymity will only be offered in situations where there is an identified corroborating source or when revealing the source endangers that source's employment or liberty. The relationship of an unnamed source to a story and the credibility of the source will be described in as much detail as possible short of jeopardizing the source's anonymity. Under no circumstances will news sources be paid for information. Sources' motives will be examined before promising anonymity, and conditions attached to any

promise made in exchange for information will be clarified. Promises made will be honored. Due diligence will be used to contact subjects of news stories to give them the opportunity to respond to interpretations of their activities or allegations of wrongdoing.

### **19. Contributors**

Contributing writers or guest columnists may be paid writing fees for their contributions when they are independent from the subject of the story. Authors who are members, officers or agents, or who are otherwise connected with the organization or company that is the subject of the article, may only receive a minimal voucher fee for their contribution. All contributors will be required to sign a release form prior to publication.

### **20. Contributions and editing**

All article contributions are subject to editing for accuracy, style, format, voice, construction and length. All accepted contributors will have an opportunity to review and correct galleys of their articles prior to publication. Releases for all credited non-staff articles and images, whether paid or unpaid, will be obtained prior to publication. Contributors may not withdraw articles after the published editorial calendar deadline date. Minor article changes occurring in pre-press production will not be submitted for author review. The selection and use of titles, headlines, decks heads, pull quotes, captions, subheads, type faces and general art or photographic illustration is the exclusive purview of the magazine and is not subject to contributor approval. News releases, product news, calendar events and similar generally released notices will be used, edited and rewritten at the staff's discretion without transmitting confirming galleys to the source.

### **21. Privacy**

Public officials and others who seek power, influence or attention are fair game for journalistic scrutinization. Likewise, publicly traded corporations have a greater degree of public responsibility and accountability. However, Biby Publishing recognizes that private citizens and privately held companies have a greater right to control information about themselves and their business activities. Only an overriding public need will justify intrusion into anyone's privacy.

### **22. Persons and language**

Editorial and advertising language copy will avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical

appearance or social status. Neutral word forms are to be given preference to the greatest possible extent without hampering readability. Offensive language will be minimized and only permitted judiciously.

### **23. Use of trademarks and trade names**

Trade dress and service mark symbols/characters will not be used in editorial copy—no exceptions. This is a standard editorial practice of responsible and credible publications. Neither will special typefaces nor affected capitalizations be used to designate business names, goods or services. Brand names and trade names, where their use is necessary to story content, will be given with standard capitalization commonly used for proper names. Supplied images used editorially, on both the cover and inside pages, may be digitally edited to remove any branding on equipment or signage that might imply advertising of a good or service.

### **24. Images**

Content of photos, illustrations or other graphic images will only be enhanced or altered to improve reproduction or to conform to other sections of this policy. Composites or montages produced for artistic or editorial reasons will be captioned as such when they might be misinterpreted as actual representations. **agl**

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#### **OTHER INFORMATION AVAILABLE FOR DOWNLOADING (PDF) AT [www.agl-mag.com](http://www.agl-mag.com):**

For general information on advertising content requirements and restrictions specific to AGL magazine, see ***Publisher's Policies, Provisions and Protective Clauses***.

For available AGL advertising shapes and dimensions, see ***Ad Sizes and Mechanical Specifications***

For advertising file-creation and design information, see ***Ad Preparation Recommendations***

For technical notes on preparing acceptable PDF advertising files, see ***Creating Press-ready PDFs***

For AGL advertising materials delivery instructions and deadlines, see ***Sending Your Ad to AGL***

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