

The logo for SIA Technology Insights is set against a dark blue background with a network of glowing blue lines. The word "SIA" is in a small, white, sans-serif font with a stylized arrow pointing right. Below it, the word "TECHNOLOGY" is written in a white, all-caps, sans-serif font, with each letter inside a dark blue rectangular box. The word "Insights" is written in a large, white, serif font, with the "I" being significantly larger than the other letters.

SIA TECHNOLOGY Insights

Editorial Guidelines

Thank you for considering submitting an article for publication in *SIA Technology Insights*. The editorial guidelines below are intended to ensure that the publication builds and maintains a reputation as a vital source of reliable, noncommercial information about electronic security technologies. *SIA Technology Insights* is distributed in both hard-copy and electronic format to SIA members, end users and others.

1. Articles must be vendor-neutral and product-neutral. As a rule, no references to security companies or security product brands or models will be allowed within an article. Each article byline will credit the author and the author's company, and each post-article tagline will provide the author's email address and the company's website address.
2. Content must be original. Previously published articles, whitepapers, etc., will not be accepted.
3. Each article topic should be cleared with the publication's editor before writing, in order to ensure that the subject is appropriate and will not duplicate other submissions.
4. An author must be affiliated with a company or organization that is a member of SIA. Exceptions may be made for individuals who are outside of the security industry, such as the staff of research or academic institutions.
5. All articles will be edited for grammar, spelling, punctuation, style, readability and conformance with editorial guidelines.
6. Articles should be 2,000-3,000 words long.
7. Articles should be submitted as Microsoft Word documents.
8. Articles should be submitted with:
 - a suggested headline and sub-headline
 - the author's name, title and email address
 - the company's name and website address
 - a high-resolution headshot of the author
9. Submission of high-resolution pictures, graphics and other images that are relevant to the article is strongly encouraged. Captions should be included where appropriate.
10. We request that articles included in *SIA Technology Insights* not be published elsewhere for at least 180 days after publication.

If you have any questions, please contact Geoff Kohl, interim editor of *SIA Technology Insights*, at 301-804-4702 or gekohl@securityindustry.org.

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