APLD The Designer
2020 Submissions Guidelines

The Designer considers all submissions, but is particularly interested in articles that fit the issue’s editorial theme or are appropriate for one of the magazine’s recurring features.

If you would like to write for The Designer but do not have an article in mind, please email editor@apld.org to be put on the writers list. There are always plenty of assignments to go around!

Procedure
Please do not send unsolicited submissions, as all articles must be approved IN ADVANCE by the editor at editor@apld.org. Articles will be considered until the issue is full, which is generally two to four months prior to the publication date.

Once approved, the submissions and accompanying photos and images MUST be submitted in electronic format. A Dropbox folder (www.dropbox.com) will be set up for you to use.

Required for each submission:

- Article. Must be written in Times New Roman font (MS Word preferred).
- Photos or drawings with captions to accompany your article. The ideal image size is 150 DPI at 7 inches, but larger is also fine.
- Photo caption sheet. May be submitted separately or at the end of the article.
- A short bio that does not exceed 75 words for any other article.
- Headshot, should be at least 150 DPI at 3 inches.

Contact Katie Elzer-Peters at editor@apld.org for a fee schedule or any questions about the submission process or your article. Not sure if your story is a good fit? Katie is happy to discuss your idea with you.

Submission Deadlines

<table>
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<tr>
<th>Content Due</th>
<th>Publication Date</th>
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<tbody>
<tr>
<td>January 5</td>
<td>March 15 (Spring)</td>
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<tr>
<td>April 5</td>
<td>June 15 (Summer)</td>
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<td>October 5</td>
<td>December 15 (Winter)</td>
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The Fall issue is dedicated to the APLD Landscape Design Award winners. No pitches are accepted for this month.
Submissions are being actively solicited for these departments

“Design Master Class” and “Design 101” (800 to 1000 words)
Articles that share meaningful expertise about a topic, with an informative or “how-to” tone. Articles may be geared towards more experienced designers or to those newer to the profession, and may be built around a specific garden that you’ve designed, or a general set of lessons based on your experience. Ideally, these articles connect to the issue’s theme, but this is not a requirement. THESE ARE HIGHLY SOUGHT AFTER BY MEMBERS.

Materials (Word count varies)
A look at up and coming or tried and true design materials: how to use, suppliers, “lingo to know.”

Plant Applications (300-500 words)
Plant-focused articles discussing particular design applications. Previous articles have focused on hedges, natives in formal design, focal point plants, and rain gardening.

Travel Inspiration (600-800 words)
Article about national or international design-focused travel and how the experience has inspired and informed your design practice. Must include 6-8 photos.

Technology Spotlight (250 to 350 words)
Written in a bullet-point or tips format, this column highlights apps, Internet services, or devices that help with design, communication or general business.

Business Strategies (250 to 350 words)
Written in a bullet-point or tips format, this column highlights marketing and general business ideas that can make a business stronger. Although not required, in general the focus should be on ideas relevant to small or solo practitioners. Design practice specific materials are a plus!

2020 Editorial Calendar
Spring – Intersections
Summer – Magnify
Fall – APLD International Design Award Winners
Winter – Local

The theme for each issue can be interpreted as broadly and creatively as you like.

Please note that the introduction of an editorial calendar does NOT mean we will only accept articles on that issue’s themes. We continue to be interested in any and all articles that help our membership to learn and grow. Although you do not need to be a member to submit an article for consideration, at this time, your article must be of benefit to APLD members.