

## Guidelines and Legal Conditions for Contributors to dotmagazine

...joining the dots in the Internet industry



dotmagazine is an e-magazine on Internet industry topics, showcasing the wealth of experience and knowledge of eco – Association of the Internet Industry and its members and partners across the entire bandwidth of the Internet industry.

### Guidelines for Submission

The Internet-related articles submitted by eco members and partners can be:

- Opinion articles
- “How-to” articles
- Research-based articles
- Business story articles on a Unique Selling Proposition (USP) (see template)
- Case studies (see template)
- Interviews

Submission of an article to dotmagazine assumes the following:

- The author gives eco permission to publish or publicize the article through social media and third-party websites and eco websites, as well as for special editions and print compilations.
- The author has reviewed the **specific guidelines for submission** below and ensured that all points have been incorporated into the text.
- The author has read and accepted the **Legal Conditions** on page 3 of this document.

### Specific guidelines

- Articles should be submitted in electronic form as a **text document** (not as a PDF).
- Length of article: Between **5,000 – 8,000 characters**, including sub-headings
- Language: English; Spelling style: **American English**

- The **title** should be a maximum of **90 characters** including spaces.
- The **company's name**, **author's name**, portrait **photo of the author(s)**, and the **company logo** should be submitted on the [Author and Company Information](#) form.
- Any images submitted should include the **copyright information** which will be published with each image (e.g. *@kasezo | istockphoto.com*).
- Any external material must be **appropriately referenced**.
- The articles must **not include unreferenced copyright material** for which the author does not own the intellectual property rights (including images).
- The articles should **not include sales messages** for member's products or services, with only neutral specialist articles being accepted.
- The articles should **not include any trademark symbols** (™), as these serve a commercial purpose.

eco reserves the right to reject articles which do not comply with these guidelines.

## Recommendations

- Include a short summary of the article (max. 600 characters) as the first paragraph that includes your main points. This enables readers to quickly understand the purpose of the article and decide if it is relevant to their interests.
- Add subheadings within the text as they help readers stay focused and interested in the content by creating curiosity, clarity, and value. It also helps search engines find relevant content.
- Include the **focus keyphrase** in the title, the first paragraph, in at least one subheading, and in at least two further instances in the text.  
*The focus keyphrase is what someone might search for when looking for content on the subject of your article, e.g. "data centers and sustainability", "email marketing", "DNS abuse", etc..*

## After submission

The text may be edited by the **dotmagazine** editorial team to meet requirements (grammar and punctuation, headings, short teasers, length). Other minor language changes may be made to reflect eco and dotmagazine's corporate wording guidelines, e.g. **Internet**, **email**. Any edits to the text will be sent to the author for final approval before publication.

**dotmagazine** will choose and purchase a title image for the article.

Shortly before publication, a URL to a preview version of the article will be sent to the author. This should not be shared with others before the official date of publication.

## Legal Conditions

With the submission of a contribution, the author accepts the following legal conditions:

- Should eco or one of its auxiliaries or agents violate a fundamental contractual obligation, the liability shall be limited to typical foreseeable financial damages. Limitation of liability does not apply in the case of loss of life, personal injury, or damage to health. Further to this, eco will only be liable for gross negligence and willful misconduct.
- The author guarantees that they own sole copyright, along with all further intellectual property rights for the contents of the work. The author expressly guarantees to have gained the permission of all persons involved in the contribution, and to be entitled to the above-mentioned granting of rights.
- The author retains ownership of the contribution.
- The author guarantees that the contribution supplied to eco does not violate existing law, the rights of third parties, or other applicable legal regulations, and that it is free of youth-endangering, pornographic, racist content, or content inciting violence.
- The author indemnifies eco of all damages and costs that are incurred through the violation of existing applicable law, or through the violation of the rights of third parties of the author's contribution (in particular text and images). This indemnification includes the remuneration of costs for legal representation.
- German Law is applicable precluding the UN Convention on Contracts. The court of jurisdiction is Cologne, Germany.