



Platt Retail Institute and Retail Analytics Council Retail Tech Bulletin

Publication Guidelines – Feb. 2019

Thank you for your interest in publishing an article in the *Retail Tech Bulletin*.

Background

The *Retail Tech Bulletin* is a comprehensive quarterly publication that includes news and case studies regarding Artificial Intelligence, Retail Robotics, and related topics pertaining to the retail industry. Authors include industry thought leaders and leading academics, among others.

The *Retail Tech Bulletin* is distributed via email to over 3,500 retail leaders and technology providers. It is also actively promoted on social media, which includes more than 2,500 industry leaders via LinkedIn. Articles often are picked up by other media outlets (such as RIS News, the National Retail Federation, etc.)

Usage Policy

In submitting an article for publication, you agree to allow PRI to publish the article in the *Retail Tech Bulletin*, as well as in any other publication and in any other form that PRI may choose to publish the article, on a worldwide basis, including: print, on the internet, and/or in any and all other forums. In some versions, we may use only parts of the article, and this also includes our right to display the article for promotional purposes. PRI owns any and all rights, title, and interest to any articles published, except as provided in the following sentence. **If you are the article author, PRI hereby grants you the right to reuse it in any way you choose by linking to it on the PRI website. If PRI staff has written the article on your behalf, you may not republish the article in any form or by any means without the express written consent of PRI.** In either case, you may not reference the Platt Retail Institute, the Retail Analytics Council, or the *Retail Tech Bulletin* in any republication by you without the express written consent of PRI. The Platt Retail Institute disclaims any and all liability arising from the publication of your material. In the event that you would like to purchase article reprints that reference PRI, the Retail Analytics Council, and/or the *Retail Tech Bulletin*, we would be pleased to discuss this with you.

Articles for potential publication are accepted only if written by the original author or by a staff member or publicist directed to submit material on behalf of the author. The articles **may not have been published in any other publication prior to publication by PRI**. By submitting material to PRI, you acknowledge that you are legally permitted to distribute the work, including any photos that you may provide, and allow its redistribution. If you are with a public relations company, please indicate this when submitting your article.

Articles should be objective and informative, not overtly promotional. Content is never published that is essentially advertising to promote products or services. We neither pay authors nor charge to publish articles.

Topics

We will consider submissions in the following areas (but are not limited to):

- Retail robotics.
- Retail application of Artificial Intelligence and analytics.
- Interviews with thought leaders.
- Application areas.
- Emerging solutions.
- Retail industry trends and strategies.
- In-store retail technology.
- Retail supply chain.
- Online retailing.
- Case studies in any of the above areas.

Guidelines and Checklist

- ✓ Stories should contain timely, relevant, original, and factual data.
- ✓ A recommended 500-700 words in length in a Word document.

Include photos/images/graphics approximately every 300 words (jpg format, 300 dpi).

- ✓ No external links will be published.
- ✓ Include appropriate references as footnotes (numerical listing).

Please Note

We cannot guarantee publication of your article in the *Retail Tech Bulletin* or in any other PRI publication. Should your article be accepted for publication, we may edit it in the interest of space constraints and for style requirements. PRI has the right to edit any article submitted for publication.

To submit content, please email the managing editor, Margot Myers, at margotm@plattretailinstitute.org or the editor, Melissa Nelson, at melissan@plattretailinstitute.org.

Editorial Calendar for Upcoming Issues

Issue	Editorial Deadline	Publication
1 st Quarter 2019	Dec. 1, 2018	Mid-January 2019
2 nd Quarter 2019	March 1, 2019	Mid-April 2019
3 rd Quarter 2019	June 1, 2019	Mid-July 2019
4 th Quarter 2019	Sept. 1, 2019	Mid-October 2019