

ALTIMETER: READINGS FROM THE PUBLIC SPHERE SUBMISSION GUIDELINES AND STYLE GUIDE

1. The Centre for Aerospace & Security Studies (CASS), Islamabad, welcomes submissions from researchers, academics, and subject-matter experts interested in contributing to informed national and international discourse. We encourage original, brief, evidence-based contributions on themes aligned with the Centre's core research domains, including **aerospace and aviation, emerging and disruptive technologies, national security, defence and strategic studies, political economy, and regional and global developments** of relevance to Pakistan. These contributions will be published on the CASS website under the theme '**Altimeter: Readings from the Public Sphere**' based on the following guidelines.

2. General Style and Tone.

(a) **Audience.** CASS publications are aimed at policymakers, defence professionals, academics, diplomats, and subject-matter experts in aerospace, aviation, and airpower studies. They are also intended for stakeholders in national security, economics, and emerging technologies. Contributors should write for an informed but multidisciplinary readership, ensuring clarity without oversimplification. Avoid excessive technical jargon; where specialised terms are absolutely essential, define them for the broader audience. Contributors are expected to write in a manner that is formal, analytical, and accessible to a multidisciplinary readership.

(b) **Tone and Voice.** Submissions must maintain a formal, objective, and evidence-based tone. All claims should be substantiated with data, context, and credible citations. Authors should avoid personal opinions unless they are supported by structured reasoning and relevant evidence.

(c) **Spelling and Grammar.** British English must be used consistently across the document. Common usages include:-

(i) Use 'United Kingdom' or 'United States' in full when used as nouns; abbreviations (UK, US) may be used as adjectives after the first full mention.

(ii) Write dates and currencies in the format: *17 April 2025. USD* and not \$.

(iii) Spell out numbers from one to nine; use numerals for 10 and above.

(vi) Italics may be used for book titles, foreign phrases, or selective emphasis.

(v) Avoid excessive use of bold, underlining, or all caps.

3. **Article Structure and Formatting.**

- (a) **Title.** The title should be concise, informative, and engaging. Avoid vague or overly broad phrasing.
- (b) **Abstract.** Include a 2–3 sentence abstract summarising the article's main argument and key insights.
- (c) **Introduction.** The opening section should clearly establish the article's relevance, context, and argument. It should encourage further reading and set expectations for the article's structure.
- (d) **Main Body.** Organise the main content into clearly labelled sections using descriptive subheadings. Develop your argument logically and support it with data, historical context, case studies, or theoretical frameworks where appropriate.
- (e) **Conclusion.** The closing section should summarise key points and reiterate the significance of the argument. Where applicable, provide policy recommendations or a call to action.
- (f) **Word Count.**
 - (i) Opinion Articles/Commentaries: 800-1,200 words
 - (ii) Analytical Briefs/Essays: 1,500-3,000 words

4. **Sources and Citations.**

- (a) All data, statistics, factual claims, and external references must be hyperlinked to reputable and publicly accessible sources. Do not use footnotes for citations.
- (b) Hyperlinks should be embedded within the relevant text/data.
- (c) Authors are expected to verify the accuracy and reliability of all sources prior to submission. Submissions with broken or unverifiable links may be returned for revision.

5. **Visual Elements - Tables, Figures and Images.**

- (a) Include only visuals that directly support the text.
- (b) Provide high-resolution files with appropriate titles and source attributions.
- (c) Do not include copyrighted materials unless prior permission has been obtained.
- (d) Authors are responsible for securing rights for all third-party visuals.

- (e) All tables, figures, and illustrations must be accompanied by a caption and proper citation.
6. **Ethical and Quality Standards.** All submissions must be original and unpublished. If content has previously been presented or published in another format, full disclosure is required. Simultaneous submissions are not permitted.
7. **AI and Plagiarism Policy.** Submissions will be screened for AI-generated content and plagiarism using standard detection software. A high percentage of AI-generated text or unacknowledged third-party content will lead to immediate rejection. Authors are encouraged to use their own analytical voice and critical reasoning throughout.
8. **Conflict of Interest.** Disclose any potential conflicts - financial, professional, or institutional - that may influence the objectivity of the content.
9. **Confidentiality and Sensitivity.** Do not include any classified, proprietary, or confidential information without prior written clearance.
- Submission Process
10. **Submission Format.**
- (a) Submit your article in Microsoft Word format (.doc or .docx) with the subject line "Altimeter".
 - (b) Include a short author bio (2-3 sentences), institutional affiliation, and email address.
 - (c) Attach high-quality images/graphs with captions and copyright status.
11. **Editorial Review.**
- (a) All submissions will be reviewed. The process may take up to **3 working days**. If no acknowledgement is received within 3 working days, authors are at liberty to pursue publication elsewhere.
 - (b) Authors may be requested to revise the draft before acceptance.
 - (c) CASS reserves the right to reject submissions that do not meet its quality, relevance, or ethical standards.
12. **Publication Rights and Attribution.** Reuse or republishing of the work must acknowledge first publication by CASS. **Sample Attribution:** "Originally published by the Centre for Aerospace & Security Studies (CASS), [Month Year]".

CASS may edit the submission to meet in-house quality or layout needs. Submissions that demonstrate strong analytical insight and policy relevance may be selected for print publications, expert roundtable briefings, or dissemination to relevant stakeholders. Email to: cass.thinkers@casstt.com