

Rock River Reflections Requirements for articles and photos

Page Layout

Each page has roughly, three sections:

- 1) a main article;
- 2) either a shorter article, a text box or a picture with a long caption and
- 3) a side bar with one to three short articles, plus a picture or two. Of course this changes depending on the stories and pictures I receive.

The front page has one large article and at least one picture; it often also contains either a second picture or a text box with a separate story/caption and a picture.

Generally the last page is kept to short articles, announcements or kudos.

We print color on pages 1, 4, 5, 8: the front, back and center two pages. If you want one of the four color pages, your story needs to come accompanied by color pictures.

If you want author credit, for a story, let me know, I do try to add it, but sometimes forget, so a reminder is nice.

Three of the side bars currently have the same information in each issue:

- Page 2 with the RRC board, staff, and newsletter information
- page 7 with a RRC membership form
- back page a calendar of events and a table of contents

Word Count for Articles

- A full article is typically 500 words plus 2 pictures, charts or graphs. It can go longer and I will just continue it to another page. If you have more pictures or long captions, the number of words would decrease by about 100 – 150/picture or long caption.
- The side bar or secondary article on a page is roughly 250 – 350 words plus one picture. Length depends on the number of headers or sub heads, number of pictures and length of captions.
- A picture with long caption – is usually around 100+ words

Article word length does not include the headline or author information.

I might pull text out of the story and place it in a box or a sidebar article if I think it will enhance readability and understanding.

In summary total number of long articles in one edition of the newsletter: 6

Total number of side bars or short articles: 8 – 14 depending on length of all articles, number of photos and number and size of announcements or stories on page 8

Basic information for formatting articles:

- Do not format anything. I have to remove all formatting to put it into the In Design program, and this takes me lots of extra time. Generally it is ok to use bold, underlines and italics.
- Only one space between sentences
- No extra line between paragraphs, just the return at the end of the appropriate sentence. My program automatically puts in the right spacing between paragraphs. (if you want to you can use 6p as the distance between paragraphs)
- If you want bullets or other specific formats, just let me know in your email.
- No tabs either please.

Photos and Graphics

- Please send me the photo credit for any photo.
- **Do Not** send photos pasted into an email or in a document! They have to be sent as separate files.
- Photos need to be sent at either the way they came off the camera, usually huge picture size something like 31" by 26" at 72dpi, (preferred) or saved as a .tiff and reduced to a roughly 6" x 8" photo at 200 dpi.
- The less you manipulate a photo, the better as a jpg's quality is reduced every time you make a change and resave it.
- Generally, I will do all cropping and color adjustment. If you want to change the original, first turn it into a .tiff file, make your changes and send it to me as a .tiff. Remember jpg's deteriorate them every time you make a change or resave the file.
- When selecting a photo, the more contrast in the photo the better, especially for the black and white pages and please in good focus, I can add contrast and make it sharper but it is always best if it starts sharp.
- Charts and graphs are best if converted to a .jpeg, tiff or .pdf. All sorts of funky things happen when I get them as a Word or Excel file.

Thanks - send the articles to Suzanne@rockrivercoalition.org or wade@carrycreek.com.

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