

MPI D/FW Chapter Publication Guidelines and Protocol

When submitting articles and photos for *Current*, please follow these guidelines.

Guidelines for Submitting Photos

***MOST PHOTOS FROM THE WEB ARE NOT ACCEPTABLE FOR PRINT**

The best type of images to submit are:

- High-quality original photos
- JPG formatted photos
- Digital photos required specs – 300 dpi or higher, JPG, EPS and TIF files are acceptable
- BMP or GIF files are not acceptable
- Slides

When submitting original photos, remember:

- Please identify the people in each photo, number the photo on a separate sticky note attached to the back of the photo, and then type your IDs or captions into a Word file, matching the photo number to the ID/caption.
- Please do not write on the back of any photo, and especially don't write on a photo and then stack the photos – this will frequently cause ink to smear on the photo underneath and could render that photo unusable.

If only digital photos are available, the necessary specs are as follows:

- Photo must be 300 dpi or higher.
- Photo must be actual size – at least 2" X 3" for headshots and 4" X 6" (or larger) for other photos and "8 1/2" x "11" for full-cover magazine covers.
- .Jpg, .Eps and .tif files are acceptable.
- Bmp or gif files are not acceptable.
- Line art must be 600 dpi or higher.

If you have any questions or concerns regarding these guidelines, please contact your editor, Jennifer Fortman at editor@mpidfw.org

Guidelines for Submitting Editorial

Please submit articles as a Word document following these guidelines:

- ❖ Single spaced and left justified.
- ❖ A double space between paragraphs.
- ❖ One space between sentences.
- ❖ A head (headline) and a deck (short sentence setting up the article, like a subhead) included.
- ❖ Several pull quotes (short, pertinent quotes to be boxed in the layout) at the end of a story, where possible.
- ❖ 1" margin on all sides of the page.

Please do not use:

- ❖ Tabs.
- ❖ Page breaks.
- ❖ Automatic formatting of any kind.

It is not necessary to include headers, footers, page numbers, or any formatting – it only creates unnecessary work for the Editorial Department, as our Production Department has strict guidelines for editorial submission.

Please refer to the example at the right for the preferred way to submit editorial.

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The following is an example of the perfect layout:

14 point headline with smaller italicized deck

Freelancing: Looking into a Crystal Ball
Writers trade in their office for freedom. Is this the wave of the future?

By Robin Lamerson

If you think sitting in front of a computer all day is a waste of time, think again. People are doing it in droves, and many are making a living from it. As more and more people across North America make their way home to work, the home-office, once the bastion of 50s success, is making a comeback. So what are these home-working trendsetters doing?

One word: freelancing.

When other people are rising before sunrise to go to a job over an hour's drive away, the freelancer can use that extra hour for more productive activities, such as sleeping, eating or reading the morning paper. and there are extra benefits: freedom, diversity on the job and the ability to make one's own hours. Sound like heaven? Yet freelancing means more than stars and sugar. Freelancers face problems others can't even imagine...

(at end) Pull quote: "When other people are rising before sunrise to go to a job over an hour's drive away, the freelancer can use that extra hour for more productive activities."

12 point body text, no tabs to start paragraph, double space between paragraphs, single space between

1" margin on each side

Pull quotes included

***CURRENT* PROTOCOL**

Submissions & Deadlines

We have re-branded and redesigned the *Current*. As we have changed the format and have moved to a bimonthly magazine, the contents are also progressively changing. Our end goal is to have a heavily educational content based magazine that our membership can rely on for professional and personal development, while building in a little fun and creativity to keep things interesting. The Newsletter Committee has been working on a content development campaign named “It’s Got Guts” and we really need your help.

Event Announcements, Sponsors and Recaps

We can no longer rely entirely on this publication to announce events due to the length of our production timeline. For example, in early November we were working on the January / February issue and obviously there were many newsworthy events that took place between that time that were not announced or covered in the *Current*. In the event that there is enough time to announce an event we will certainly add this to the Mark Your Calendar section of the magazine. To submit your event information, please email editor@mpidfw.org.

We will not have monthly meeting recaps; all event recaps will be posted with photographs on the website. Likewise, sponsors will receive their recognition on the website, rather than in the *Current*. There will be opportunities throughout the year to recognize our strategic partnerships and sponsors with proper planning in our Editorial Calendar. Special Events like the June Gala or Golf Outing should be covered and photographs should be submitted following the photograph and article guidelines below.

Editorial Calendar

The Editorial Planning process is the initial stage of defining our goals, themes and ideas for future magazine issues. This preplanning method of building our magazine, and having in our hands the subject matter of the articles that are coming (long before the Editorial Deadline) allows us to plot issues and in the end create well-rounded publications.

Bottom line, we want your ideas and article subject matter early – long before you have written your article.

Editorial Content

These guidelines are not meant to discourage anyone from submitting articles or ideas because as I mentioned previously -we really need your help! What if you are not a writer? We still want your ideas for subject matter. Have you heard a little something you think the membership might like to know more about? Should we be pre-planning for a hot topic at a future monthly meeting? We want you to write, but if you are not able to find the time, we will find someone to do it for you. Lastly, please encourage your fellow members to write and submit articles when you hear them talk about a compelling subject matter.

Editorial Deadlines

For those of you who are required to submit information and articles, please make sure and mark all upcoming deadlines on your calendar now. If you are unsure if you should be submitting something, please let us know.

January - February Issue: 11-3-08

July – August Issue: 5-11-09

March – April Issue: 1-12-09

September – October Issue: 7-10-09

May – June Issue: 3-12-09

November-December Issue: 9-10-09

Submission Acceptance

The Managing Editor reserves the right to edit articles submitted when deemed appropriate. We also reserve the right to not print information and articles submitted. If you have any questions about this please contact Jennifer Fortman, Managing Editor at editor@mpidfw.org.

Committee Members

We would like more people to participate on our committee! Please email editor@mpidfw.org for more information about serving on this committee. Also, use this email address if you have any questions about contributing an article, formatting, etc.