

SRK Newsletter Guidelines

Guidelines for submitting
articles and images for
SRK newsletters



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Overview

This guide shows thumbnail layouts for SRK newsletter issues 30 – 32. You'll see that collectively we only have 8 primary variations for article formats. Each set of thumbnail layouts gives you word counts and specifications for image resolutions.

If you review these layouts and find one that suits your draft article – image (i.e. similar aspect ratio) and word count – it will help streamline the preliminary layout process. This will also provide you with an early heads up on copy length.

For instance, the absolute maximum (uncomfortably tight) word count for a side bar without editorial or author photos is 295. Cover stories with a respectable sized image should run between 240 – 305 words. A text-heavy full page is 535 words. The editorial foreword with no image is 525 and with image is 380.

The last page of this document gives detailed information on digital image quality (our scanner is almost ready for retirement). Aside from good image composition, the deciding factor for the coveted cover story or centre spread will be image quality. A quick read through this section may help you score one of these prime positions for your article.

If we can implement these guidelines reasonably well, it paves the way for automating this preliminary layout process. It will also shorten the lead times required for each issue and reduce production costs, potentially allowing you to get these out more frequently.

Issue 30: Water

Page count: 16

Story parameters:

format	number	min / max / average words
cover	1	240
centre spread	1	260
full page	5	225 / 330 / 274
2/3 page	5	205 / 280 / 246
side bars	6	170 / 240 / 204
1/2 page	5	250 / 310 / 280
1/3 page	2	220 / 245 / 233

Please refer to sample pages shown as a guide for your article submission.

1/2 page story:

word count: 255
image res: 700 x 1200 min.

1/3 page horizontal:

word count: 245



Front cover:

word count: 240
image res: 2550 x 1500 min.

2/3 page:

word count: 215
image res: 1800 x 1800 min.

side bar:

word count: 170



Full page:

word count: 255
image res: 2600 x 1850 min.

Full page:

word count: 225
image res: 2550 x 2200 min.



1/3 horizontal:

word count: 220

2/3 horizontal:

word count: 205
image res: 2250 x 1300 min.

2/3 page:

word count: 280
image res: 1650 x 3600 min.

side bar:

word count: 240



Full page:

word count: 300
vignette res: 2200 x 1450 min.

Image selection

The availability of images to accompany your article will help you select a suitable format. For instance, if you have good quality, high resolution images, your article may be a candidate for the front cover or centre spread article; including images in a side bar will require editing to reduce your word count.

In general, smaller images work better with tighter compositions – move in closer to your subject. Panoramic shots need room on the page. Plan on giving them enough space to work.

Typical: author portraits: tight crop (minimal background) res: 300 pixels x 400 pixels min.

Issue 30: Water (continued)

Centre spread story:

word count: 260

image res: 3300 x 2100 min.

image res: 1450 x 850 min.

side bar:

word count: 170



side bar:

word count: 205

1/2 page:

word count: 310

image res: 700 x 1000 min.

1/2 page:

word count: 250

image res: 700 x 1350 min.



Full page:

word count: 260

image res: 1650 x 3600 min.

inset res: 700 x 700 min.

2/3 page:

word count: 270

image res: 1700 x 1500 min.

side bar:

word count: 210



1/2 page:

word count: 285

1/2 page:

word count: 300

Full page:

word count: 330

image res: 2650 x 2050 min.



2/3 page:

word count: 260

image res: 1700 x 1200 min.

side bar:

word count: 230

Issue 31: Diamonds

Page count: 16

Story parameters:

format	number	min / max / average words
cover	1	280
editorial	1	380
centre spread	1	420
full page	9	250 / 400 / 323
2/3 page	3	300 / 330 / 318
side bars	5	125 / 330 / 238

Please refer to sample pages shown as a guide for your article submission.

2/3 page story:

word count: 330

image res: 750 x 900 min.

side bar:

word count: 250



Front cover:

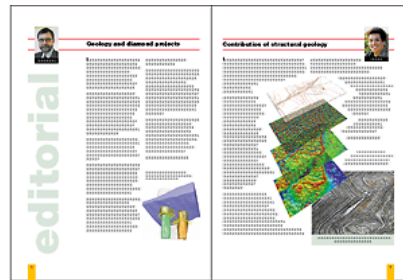
word count: 280

image res: 2550 x 1500 min.

editorial:

word count: 380

image res: 750 x 900 min.



Full page:

word count: 330

diagram res: 1000 x 1800

min.

image res: 1050 x 800 min.

Full page:

word count: 390

image res: 2550 x 1350 min.



2/3 page:

word count: 300

image res: 1650 x 1800 min.

side bar:

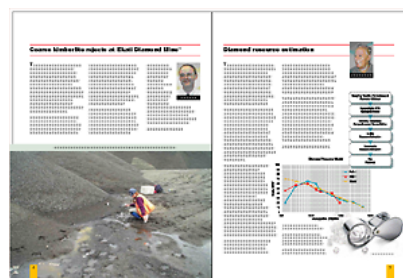
word count: 125

image res: 600 x 450 min.

Full page:

word count: 275

image res: 2550 x 1800 min.



Full page:

word count: 400

vignette res: 1200 x 900 min.

Preparation of Word files

There are a few details that make importing your Word files to the publication document a little smoother. Use single spaces after all punctuation (I know – we all learned to use 2 spaces after periods in typing class).

Don't worry about formatting text. All the styles applied in Word, need to be stripped out before importing the stories. Just make it clear what the headline, body text and captions are.

Try to keep the headlines and captions concise. Use them to state benefits that SRK delivered to the client or describe how you solved a project challenge.

Provide images and diagrams as separate files rather than embedding them in Word documents. If you have multiple images accompanying your article you can reference them by image file name or figure numbers.

Issue 31: Diamonds (continued)

Centre spread story:

word count: 420

image res: 3300 x 2000 min.

side bar:

word count: 210

image res: 660 x 500 min.



side bar:

word count: 280

Full page:

word count: 300

vignette res: 1200 x 800 min.

image res: 2550 x 1400 min.



Full page:

word count: 300

image res: 2550 x 2200 min.

Full page:

word count: 280

image res: 2550 x 1650 min.



Full page:

word count: 380

image res: 2550 x 1900 min.

2/3 page:

word count: 325

image res: 1650 x 1620 min.

side bar:

word count: 235



Full page:

word count: 250

image res: 2550 x 1950 min.

Issue 32: Mine Project Evaluation

Page count: 20

Story parameters:

format	number	min / max / average words
cover	1	305
editorial	1	525
centre spread	1	280
full page	8	240 / 535 / 332
2/3 page	6	280 / 390 / 307
side bars	7	200 / 295 / 259
1/2 page	4	270 / 360 / 308

Please refer to sample pages shown as a guide for your article submission.

2/3 page story:

word count: 315

image res: 1450 x 1400 min.



Front cover:

word count: 305

image res: 2550 x 1350 min.

Editorial:

word count: 525



Full page:

word count: 370

image res: 2550 x 1800 min.

image res: 1350 x 1000 min.

Full page:

word count: 240

image res: 2550 x 1750 min.

inset res: 700 x 600 min.



Full page:

word count: 265

image res: 2550 x 1800 min.

image res: 2200 x 300 min.

2/3 page:

word count: 390

image res: 1650 x 1260 min.

side bar:

word count: 200

image res: 650 x 350 min.



2/3 page:

word count: 290

image res: 1450 x 1100 min.

side bar:

word count: 245

2/3 page:
word count: 285
image res: 1400 x 1000 min.

side bar:
word count: 250



Full page:
word count: 305
image res: 2550 x 2200 min.

Centre spread story:
word count: 280
image res: 3300 x 2150 min.

side bar:
word count: 280



side bar:
word count: 260

Full page:
word count: 290
image res: 2550 x 1700 min.



Full page:
word count: 535
image res: 1650 x 1850 min.

1/2 page:
word count: 330

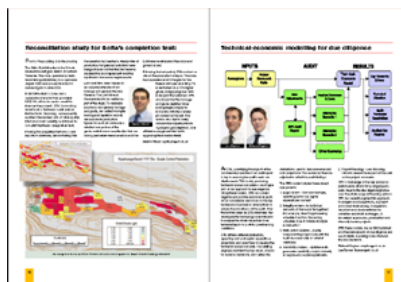
1/2 page:
word count: 270



2/3 page:
word count: 280
image res: 1500 x 1250 min.

side bar:
word count: 295

Full page:
word count: 315
image res: 2250 x 1300 min.
inset res: 900 x 500 min.



Full page:
word count: 335
image res: vector diagram

2/3 page:
word count: 280
image res: 1650 x 1800 min.

side bar:
word count: 210



1/2 page:
word count: 270

1/2 page:
word count: 360

Image Files

There are 2 critical aspects to getting good quality digital image files.

1. Image Size This determines the size the image can be reproduced without individual pixels being visible. The requirement for litho printing is 300 pixels per inch, so a 1024 x 768 image will reproduce at 3.4" wide. The largest file size most digital cameras will store is 2048 x 1536, which will reproduce at 6.8" across. If we start with an image this big, our ability to increase the resolution is much better.

2. Image Quality This is determined by how much the image is compressed. Higher compression results in smaller file sizes, but poor image quality. Low compression gives bigger files size and better quality images.

The combination of image size and image quality determine how many images can be stored on the camera's disc or memory card. The temptation is to get as many images as possible on the card before it's full.

Bigger capacity memory cards are fairly inexpensive now. Upgrading your memory card and shooting fewer, higher quality images is preferable. Also use low compression settings. JPG is the most common compression method and it's a "lossy" compression which means it reduces the file size by throwing away some of the data. Once the image is compressed, the lost data cannot be restored.

Camera quality has also improved leaps and bounds in the last couple of years. If you're still using an older digital camera, you should probably upgrade and give the old one to your kids to play with (sad, but true).

This may mean burning and sending a CD with image files, rather than trying to attach them to emails, but that would also get these big files off everyone's hard drives, which your IT managers will love you for.

"Rezing up" Increasing the resolution of a low res file will generally only increase your file size. Professional programs recommend a minimum 5 MB original file for a good quality higher res version. If you have a 5 MB or less original image, please just send that rather than a bulkier (and likely degraded) file.

In General Extracting embedded images from PPT or Word files is often difficult. It's better to send the original image files separately. Indexed colour GIFs can reduce the colour palette to an unusable state – let's avoid this file format. Images saved from Corel photo should be saved in common formats such as TIF, EPS or JPG (with low compression). Most AutoCAD vector files are too large to work with and don't convert easily to common image or vector formats. Try saving or exporting a common image format.

Keeping these suggestions in mind will help improve the quality of files we get for future issues and, in turn, reduce the production time and costs for each newsletter issue.