magazine specs for contributors
ie the business of international events

Thank you for your interest and involvement in *ie*. To help make the process go smoothly for submitting articles and supporting materials, please use the following magazine guidelines:

Page Count	Character Count
2 Page Article	1,000 - 1,200 Words
4 Page Article	2,300 - 3,000 Words
6 Page Article	3,600 - 4,800 Words

Submission of Written Material

ARTICLES

• Obtain all approvals for the article, if any are necessary, prior to submitting. The editor will consider the article approved unless noted.

• When submitting photos, include a photo caption. For other graphic materials include a description of the item(s) if necessary.

• Run a spell check on the article. As well, it's helpful for a "fresh" pair of eyes to take a look at the piece before submitting. A grammar check in addition to spell check also can be helpful.

• Run a word count on the article and note at the bottom of the piece.

• Include author's name, title and contact info, including: address, phone #, website and email.

Please note submission deadlines as they are critical to publishing a timely magazine.

All materials are used at the discretion of the editor and creative director.

Submission of Graphic Material

GRAPHIC MATERIAL

When submiting articles or news items you might also have supporting graphic materials to include. The following guidelines will help you submit these items in a manner that ensures the highest quality for reproduction. Please remember to credit all creators (photographers, illustrators, graphic designers, etc.). No copyrighted materials can be used for which you don't own the copyright or have the express permission from the creator.

LOGOS

The preferred file format for logos is an EPS file created in either Macromedia Freehand or Adobe Illustrator with fonts converted to paths and all attached support files. Logos can be provided as scans but must follow the guidelines set for Photos and Illustrations.

PHOTOS/ILLUSTRATIONS

The preferred file formats for photos or illustrations are in either TIFF or EPS from Adobe Photoshop. All black & white, color photos or artwork must be scanned at 300 ppi* (118 ppc**). Color images should be saved as a TIFF or EPS in the CMYK mode. All line art (high contrast black & white art with no grey tones) must be scanned at 1200 ppi* (472 ppc**) and saved as a TIFF or EPS in the bitmap mode. Graphics and photos used for web sites (normally scanned at 75 ppi*/30 ppc**) cannot be accepted.

You may send digital files by mailing them on disk, CD, or emailing them to IFEA's Creative Director (craig@ifea.com). If you are using programs or file formats other than those listed above please call (208-433-0950 ext. *819) for compatibility. Failure to include fonts or attached support files will hold up production and can require new files to be sent.

magazine art specs examples
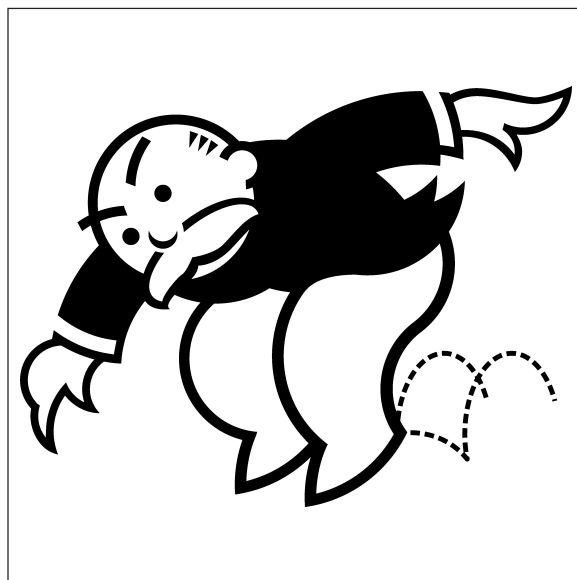
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WRONG - Photo Scanned at 75 ppi*

CORRECT - Photo Scanned at 300 ppi*

WRONG - Line Art Scanned at 75 ppi*

CORRECT - Line Art Scanned at 1200 ppi*

SCANS

The examples shown illustrate the difference between art scanned at the proper resolution for use in IFEA publications and those which would be unacceptable. Images scanned at 75 ppi* are generally used for web applications. Such images resolution cannot be increased to 300 ppi* (or 1200 ppi* for line art) mechanically within Photoshop or other such photo manipulation programs. Images have to be scanned at a high enough resolution so that they can be reproduced at 300 ppi* at 100% of reproduction size. If your original image is 3 inches x 3 inches but will be reproduced at 6 inches x 6 inches then the scan must be made at 600 ppi* for photos or 2400 ppi* for line art.

* Pixels Per Inch ** Pixels Per Centimeter

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WRONG - Poor lighting, strong shadows, bad background, too close to background, uneven color.

CORRECT - Professional Studio Portrait

WRONG - No focus, dosen't tell a story.

CORRECT - The image is engaging. It has movement and shows excitment and involvement. It tells a story about the event. The image doesn't try to show every aspect of the event but instead shows the energy of one even which represents the whole event.

PROFESSIONAL PHOTOGRAPHY

Why do we request professional photography? We try very hard with our publications to represent the festivals and events industry in the most credible and professional manner. Just as your materials represent the quality of your event, our publications represent the quality of our industry. The difference can be dramatic and professional photographs provide the highest possible results for everyone.