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2011 SAGENOTES NEWSLETTER SUBMISSION GUIDELINES IDAHO NATIVE PLANT SOCIETY

ARTICLES: Can be submitted in MS Word (.doc or .docx files), or rich text format (.rtf), and PDF files should be fine. If you have a word processing program other than MS Word, it might be best to save your document in one of these file formats if your program offers that option in the file/save dialogue box.

- PLEASE put the title of the article, your name, or something easily identifiable in the file name and if possible the month/year of the newsletter issue you want the file included in. This will help me and will help the organization archive files easily.
 - Sample file-naming format that would work well:
2010-Feb_Mcfarlane'sFourO'clocks_JaneRohling.doc
 - Similar file names for images files or anything else related to the article would be very helpful.
- Anyone who has MS Word can save their files in Adobe PDF format just by going to FILE>PRINT>ADOBE PDF. You don't have to have Adobe Acrobat to make the conversion. However, there's no need to do this unless you're sending a huge MS Word file (i.e. one with photos or other graphics embedded in it) and want to make it smaller for emailing.
- It's OK if you have images in your text file—that may make it easier for you and for me to see clearly where the image fits into the text and to know what credit and caption information goes with which images, BUT I STILL NEED SEPARATE IMAGE FILES and I need to be able to copy the text without the images to place it in the layout.
- If I have any trouble copying the text from a PDF file to place it in the Adobe InDesign format I can contact the author to work out a solution.

PHOTOS AND OTHER GRAPHICS THAT I NEED TO WORK WITH (sizing, adjusting exposure, etc): Submit the HIGH RESOLUTION image files as one of these file types: JPG, TIF, PSD, PNG, PDF, or AI files. The RESOLUTION should be about 300 DPI AT THE OUTPUT SIZE. Since people won't know what the output size will be, as a rule of thumb, an image that is about 5" x 7" at 300 DPI should be more than adequate for our needs. (We aren't likely to include any photos larger than this unless we occasionally want a full page photo or you also want to use the image for something like a poster to promote an event.)

- DO send caption and credit information for images in your text file and make sure I can tell easily which image the text accompanies.
- DO NOT submit images that are embedded in MS Word files or other word file formats (UNLESS you also submit them as stand-alone image files).
- DO NOT submit images that have been taken from ANY web site--they almost certainly won't be large enough for use in print format.
- DO NOT use the GIF format because this was developed for web graphics and NOT for photographs or high resolution color printing.
- Be sure you have the **rights to use the images** you submit—I won't be confirming that.

ADVERTISEMENTS: If you are submitting layouts (such as ads with text and images that are already formatted), and I DON'T NEED TO DO ANY ADDITIONAL TWEAKING OR FORMATTING OF THE FILE, you can save the advertisement as one of the IMAGE file types I mentioned (JPG, TIF, PSD, PNG, PDF, or AI files), and I can place the ad in the newsletter just like any other image file. My understanding is this is typically how you will submit advertisements.

- If I am expected to do any manipulation or reformatting of the file, I'll need a layered image file or some other type of editable file. If in doubt, contact me by phone or email before submitting the file. There may also be a fee for this as this is outside my INPS scope of work.

MISCELLANEOUS files like graphs or tables: Send me whatever format you have along with your contact information, and enough time for me to get in touch with you in case I need a different file type or have some other problem(s) we need to discuss.

IMAGE RESOLUTION

It's difficult to explain image file resolution and print resolution in a few words, but here are some guidelines for pixel size and print size that may be helpful in determining if image files you are submitting will print well or not. Of course for web use much lower resolutions are adequate, but as long as we are going to be printing hard copies of the newsletter the higher the resolution of the images the better the newsletter will look.

The table below may help you ensure that your image files will be large enough:

File size in pixels and megabytes			Output size in inches	
Pixel size	MB (RGB)	MB (CMYK)	200 ppi	300 ppi
1600 x 1200*	6	7.5	8 x 6	5.5 x 4
2400 x 1800*	12.5	16.5	12 x 9	8 x 6
3000 x 2000	17.5	23.5	15 x 10	10 x 6.6
3500 x 2500	25	33.5	17.5 x 12.5	11.5 x 8.5
4000 x 2850	32.5	43.5	20 x 14	13.5 x 9.5
4500 x 3200	41	54.5	22.5 x 16	15 x 10.5
5000 x 4000	57	76	25 x 20	16.5 x 13.5

**The file sizes in the first two rows will be more than adequate for most of the newsletter needs. You can probably go to about half the size shown in the first row and be OK for small images, but if you can provide an image at this size it will give me more flexibility in the layout. If the image is not available in sizes this large you can send it to me and I'll see what I can do with it, but in this instance BIGGER IS BETTER! Remember, for high quality printing, 300 ppi (pixels per inch) is preferred. I'll downsize the completed newsletter for the web.*

Gmail allows me to receive up to 25 MB as attachments to a single email (whether that's a single large file or several small ones). So, if your email/ISP will allow you to send files that large they're OK on my end. If your submission is larger than 25 MB, or your email attachment limit is lower then you can:

- Break the files up as attachments to multiple emails
- Contact me about arranging to FTP the files using YouSendIt.com (a free FTP service)
- Send the files on a CD or DVD

AUTHORS, ADVERTISERS, ARTISTS, and ADVERTISERS are welcome to contact me, Jane Rohling, with questions about any of this information at jrcomarts@gmail.com or by phone at: **208-938-3529** (home/office—this number is usually best, day or night), or 208-949-6545 (cell).