

Content Submission Guidelines for *Illeiwon*

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Illeiwon Editor/Designer



The *Illeiwon* has transitioned into an all-electronic format, resulting in significant cost savings for the I-I District. But because several clubs will wish to print some copies, we are still aiming for high quality, particularly with regard to photos. An upside to this change is that because professional printing costs are being eliminated, we can use more color photos at no additional expense!

But we want your submissions to look their best, so here are a few general guidelines that we hope will answer most questions people tend to have. When in doubt, however, please don't hesitate to let me know.

Be advised that these submission guidelines may be updated occasionally as technology options develop and change. When changes are about to occur that will impact the design and distribution of *Illeiwon*, we will do our best to notify clubs in advance via email.

Please contact me if you have questions or concerns about something you wish to submit:

E-mail: illeiwon@iikiwanis.org
Phone: (309)838-1922
USPS: 1405 E. Vernon Ave. #30
Normal IL 61761

SUBMITTING ARTICLES

- Acceptable electronic file formats:
Microsoft Word (.doc or .docx)
Microsoft Excel (.xls or .xlsx)
Standard text files (.rtf or .txt)
PDF files
Article text written into the body of an email

Note: Microsoft Publisher documents are not acceptable and will not be used.
- For reference, a full-page article with 1 or 2 small graphics runs approximately 600 words long. For shorter articles, please divide the word count accordingly.
- All submissions must contain a contact name and phone number/email address. If they do not, they may not be used.

SUBMITTING PHOTOS

- If you send paper photos, please indicate whether you would like them to be returned. If there is no indication, they will not be returned.
- Acceptable electronic file formats:
Photos: JPG or PNG
Logos: EPS, GIF or high-quality JPG
- Whenever possible, submit your original large-

size photo(s) as ATTACHMENTS to your email rather than *embedding* them into your email text or a Word document. It may require you send multiple emails, but doing so will better ensure that your photos turn out nicely.

- A high-quality digital photo will generally be at least 1 MB in size AND be crisp and sharp.

If you are planning in advance of an event to take photos that you think you will submit, please take the photos with a conventional camera rather than a smartphone. Smartphone photos are convenient, but their quality is often less than impressive.
- If you are scanning a snapshot-sized paper photo (and if your scanner allows you to alter the settings), please scan it at 100% and 300 dpi (dots per inch). It will seem large, but it would be better to start large and work down than the other way around. Keep in mind, though, that a fuzzy photo scanned at a high resolution is still going to be a fuzzy photo.
- To ensure a good quality publication, please be advised that if you submit poor quality photos they may not be used.