

# OFLA Newsletter Submission Guidelines:

In order to facilitate the job of composing and editing the Ohio Foreign Language Association's newsletter, the editor respectfully requests you to consider the following guidelines.

1. All submissions should be submitted electronically, preferably as Microsoft Word attachments (for text). Email to [vppub@ofla-online.org](mailto:vppub@ofla-online.org). Graphics files must be sent as separate attachments. If you have questions about graphics or text format, ask the editor.

## **Deadlines are firm**

2. The process from deadline to all members having received the newsletter takes seven weeks even if all goes well. If someone is even a day or two late, that delays the entire process.
3. If you have a crucial submission, but know you will be a day or two late due to unavoidable delays, it is absolutely critical that you consult the editor before the deadline. You will need to estimate the length of your pending submission and discuss when you will be able to submit it. The editor needs to know how much space to hold in order to begin the complicated layout process. Once the layout has been worked out, it is not possible to consider new submissions.

## **Submitting text:**

4. Try to keep your submissions to around 500 words or less (one typical newsletter page). Our members are less likely to read longer pieces. Obviously, some submissions merit more than a single page—we often run two-page pieces—but keep our readers in mind. Anything longer may be edited down (and wouldn't you rather edit your own work than have someone else cutting it?)
5. To increase appeal and readability:
  - a. Keep paragraphs short. People don't read long stretches of unbroken text. If you have long paragraphs, the editor may break them up.
  - b. Where appropriate, suggest subheads that can be used to organize the submissions. Put them in bold type or, even better, mark them in brackets: [SUBHEAD].
6. Fonts will be converted to the standard being used by the newsletter.
7. For questions of style, mechanics and usage, the editor will consult a current edition of *The Chicago Manual of Style*.

## **Submitting graphics or photos with a text piece:**

8. A graphic or photo makes any piece more interesting visually, and may attract readers to your article (although there is a space trade-off, the added visual appeal is worth cutting a few words).
9. Include captions for any photos.
10. Send graphics as separate files.

## **Submitting announcements and/or advertisements:**

11. An announcement of an upcoming event can include a paragraph or so of text, along with contact information, and perhaps a small graphic or logo.
12. A longer piece, with special fonts and/or large graphics, will be considered an advertisement.
13. Font selections for advertisements will be followed as closely as possible, but keep in mind that it will not always be possible to maintain the exact font.
14. If you have an advertisement with large graphics, TIF, EPS or JPG format is required.
15. If the editor is to combine the text and graphics, you may include a PDF file to show how you would like your piece to appear. You should also include the text and graphics separately. If you have a graphics (TIF, EPS, or JPG) file that already combines the text and the graphics, there is no need to send separate text and graphics files, as long as the resolution is adequate.