



## **Reading Today Magazine and Reading Today Online Submission Guidelines**

Updated 2/2/12

### **Word Count:**

- One magazine page is 500 words.
- Two pages are 1,000 words.
- Three pages are 1,500 words.
- Book reviews: one page includes seven short reviews.
- Online articles should be around 300 words.

### **Style:**

- Use the IRA Style Guide at <http://www.reading.org/styleguide.aspx>.
- Consider inserting short section headers every three or four paragraphs.
- Include captions for photos.
- You can include references but keep them to a minimum. This is a magazine, not a journal.
- Include a short bio: "*Name is position at organization, email@email.com.*"

### **Photos and Images:**

- Save photos in JPG, TIFF, or PNG format. Please no BMP (bitmap).
- Save images like charts, maps, and line art as GIF, TIFF, or PNG format. Please no BMP (bitmap).
- For the magazine, image resolution should be at least 200 dpi, and 4" x 6" in size. For online, image resolution can be 72 dpi.
- Do not place photos in the Word document with your text. Programs like Microsoft Word reduce the quality of photos and make them unsuitable for professional printing.
- Do not submit photos taken by cell phones.
- For the magazine, do not submit photos that you "Googled" and downloaded from the Internet. They often do not have a high enough resolution.

Contact [readingtoday@reading.org](mailto:readingtoday@reading.org) or visit [www.reading.org/readingtoday](http://www.reading.org/readingtoday) for more information.