



How to Submit an Article to *ArcUser* Magazine

Thank you for your interest in ArcUser magazine. Many ArcUser articles are written by our users and business partners. All articles received by the deadline date for a specific issue will be re-viewed by the ArcUser Editorial Committee and considered for that issue or possibly a later issue.

**Please read and follow these guidelines before writing an article for *ArcUser*.
All articles and graphics must be sent to**

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Editorial Guidelines

ArcUser magazine focuses on users. Submit articles that explain, in some detail, how users of ESRI software have solved real-world problems. Do not submit product announcements or advertisements or press releases disguised as articles. Send *ArcUser* real-life, solution-based USER STORIES showing real people and organizations doing good work with ESRI products and services and those of ESRI business partners.

Articles are written in English, in the third person, and should be 500–2,000 words long. Articles that are substantially longer than 2,000 words will be returned. *ArcUser* stories, while more technical in nature than those found in *ARC News*, should be lively and include colorful quotes and anecdotes that relate to the subject of the piece. Photographs, maps, diagrams, and other illustrations that help tell the story are strongly encouraged. Please refer to the guidelines below for information on file formats.

Articles need to be written from an international perspective. While a geographic location or public facility may be very familiar to United States citizens, it may not be as well known outside the United States. For example write "U.S. Library of Congress Center for Geographic Information," rather than "Center for Geographic Information."

When writing an article please mention specific data sources, whether government or commercial and, as appropriate, answer some of the following questions.

- What hardware was used?
- How was GIS integrated with other technologies in the organization?
- How long did the project take to complete and how long has it has been in use?
- What aspects of the project were the most successful or unique?
- What is the future of the project or application?

At the end of each article, please include the sentence, "For more information, contact" followed by the names, titles, and affiliations of the authors and contact information for them such as addresses, phone numbers, fax numbers, E-mail addresses, or URLs. Please see a copy of *ArcUser* for examples.

A Few Words About File Formats

Please send digital copies of all articles either by E-mail or on diskette in the following formats: Microsoft Word 97, Microsoft Word 95, Microsoft Word 5.1 or 6.0 for the Macintosh or PC, WordPerfect 5.0 or 5.1, ASCII (text only), Rich Text Format (RTF), or other text formats. Articles submitted in the body of an E-mail are also accepted.

Please **DO NOT** use any fancy formatting, styles, or spacing. A tab after a bullet is all that is necessary in a bulleted list. *If you must send hard copy, please be sure it is double-spaced.*

Submission Deadlines

Issue	Article Deadline
Jan. – March 2000	Oct. 4, 1999
April– June 2000	Jan. 7, 2000
July– Sept. 2000	March 20, 2000
Oct.– Dec. 2000	Aug. 25, 2000

Graphic Guidelines

All graphics must be sent to the editor by mail, overnight courier, or posted to the ESRI FTP site ([ftp.esri.com/pub/incoming/](ftp://ftp.esri.com/pub/incoming/)). Graphics sent via E-mail can become corrupted. Zipping files using a utility such as WinZip seems to improve the chances that your images will survive the trip.

Whenever possible, send original digital screen shots or images. *Please do not send images from taken from Microsoft applications such as PowerPoint, Word, or Excel.* These images contain formatting that makes them unsuitable for use in the magazine. Send graphics in digital formats such as .TIF, .BMP, JPG, .PICT, .PCX, .EPS, or SunRaster. **DO NOT SEND .GIF images.** The resolution of these images is generally inadequate. ArcView GIS .TIF or ArcInfo .EPS files must be saved in CMYK mode. Files saved as RGB or Index color may print in black and white or not at all. Better results are usually obtained making screen captures rather than exporting files from either ArcView GIS or ArcInfo. See *ArcUser Online* (www.esri.com/arcuser) for a guide to making screen shots.

Graphics are accepted on the following media: 3.5-inch floppy diskette, 8-mm tape (Sun or IBM), 4-mm tape (SGI), Bernoulli and SyQuest optical disks, CD-ROM, and JAZZ or ZIP diskettes. **IMPORTANT:** If you are sending compressed files on diskette or files sent on any tape medium, please attach step-by-step instructions on accessing these files including the type of software and version used to create or save files, file format used, and any other information necessary to extract the file.

You may also send photographs (slides or prints) and hard copies of maps, printouts, sketches, or diagrams that help illustrate or explain aspects of the article. Make sure all text on these documents is legible.

Please provide a caption for each image that clearly describes how the image relates to the article. --Attach captions to hard copies of the appropriate graphics, list captions at the end of the article, or send caption information in an E-mail. Use the file name for digital images to relate the caption to the image.

To Advertise in ArcUser

To place an advertisement in *ArcUser*, please contact Cindy Everett at ceverett@esri.com or 909-793-2853, ext. 1-1778. Please include your company name and return E-mail address in requests sent by E-mail.

***Thank you again for your interest in ArcUser magazine.
We look forward to reading your article.***