



Dear Contributor,

Australian 4WD Action is undergoing dramatic growth and as such, our requirement for freelance articles has increased.

As our requirements have changed, so have the article deadlines, especially those running as a series.

4WD Action is now operating on a tighter editorial to print timeline and we now request that our valued regular freelancers, submit their copy as soon as possible. We have also implemented a revised invoicing system to ensure prompt payment of published articles.

Freelancers who submit on a casual basis should be aware that submitting an article to Australian 4WD Action, does not automatically guarantee that it will be published. Australian 4WD Action has set standards in regards to editorial content, photographic content and quality, and subject matter.

A suggestion to freelancers would be to spend time going over one of our magazines to 'get a feel' for the type of articles that we are seeking.

All articles should be submitted as a plain text Word document, with no formatting (paragraphs spaced as per this letter as an example) and all pictures must be in a resolution suitable for print media.

All pictures and the article document itself should be saved/scanned onto a CD or DVD disc (we no longer accept slides or floppy discs) and mailed to us. Any articles received in an unacceptable format will be returned to the author for reformatting. A hardcopy would also be appreciated for subbing purposes.

We thank you for your assistance, and look forward to receiving your submissions.

Regards,

Serika McBride
4WD Brand Production Manager – *Australian 4WD Action*

EDITORIAL GUIDELINES

To ensure our articles are as pictorial as possible, we would prefer an average of 300-350 words per page, more in technical articles.

Event coverage (social, competition, club gathering etc) involves a bit of legwork! It is important that your submission includes the following details:

Who ran the event – who won the event (minimum of 1st – 3rd placings) – who attended – competitor and vehicle details (please caption relevant photos with competitor names) – sponsors details.

Did anything exciting happen at the event? Was it there some great action and how did the crowd respond? Our readers not only love the heroes, but the hard luck stories as well. The average event article is 4-8 pages.

Travel articles need to be as pictorial as possible, photographs must be of good quality and high resolution. Details of maps, waypoints, accommodation, road conditions and restrictions are appreciated as they allow our readers to plan their own trips to the area.

Include photographs of people involved in activities, as well as scenic and vehicle shots. Our readers like to see what you have been doing on your trip and the type of activities that are available at your favourite destination.

We need that 'killer' shot as a two page opener for each article (please see section on **Image Guidelines**). It's that amazing image that encompasses everything beautiful and awesome about 4WDing in Australia.

The average travel article is 5-7 pages.

Technical articles need to be accurate, contain detailed information and relevant diagrams/instructions. If taking a sequence of step-by-step photographs, ensure that the macro function of your camera is used when highlighting fine detail.

Have you found a way of solving that niggling problem with a certain vehicle?

Have you built up an amazing **Custom Vehicle** in your workshop that deserves a photo shoot? Our readers would love to see it! The average technical article is 2-6 pages, customs are around 5-7.

Image Guidelines:

**Minimum of 8meg camera resolution – Canon, Nikon Digital SLR etc
3500 pixels x 2300 pixel minimum @ 300dpi (dots per square inch)**

No soft-focus or other focal altering filters

No cropping, unedited images only – our designers will edit as required

RGB jpeg files – uncompressed

Images that are not in sharp focus are automatically rejected

Average image size should exceed 3-4meg in total

Images will only be accepted as digital images on CD's or DVDs. No slides, photographs, emailed images or USB storage devices

Copy Formatting:

In the interest of ensuring the fastest possible copy flow, we have attached a copy of the preferred formatting of articles. Please try to adhere to this format as much as possible.

Anything on the example form that is front/ended by *******, is an instruction template to our designers. Freelancers text input are shown by ().

All submissions and contributor invoices should be addressed to:

Serika McBride
4WD Brand Production Manager
Australian 4WD Action
Express Publications
2 Stanley Street,
Silverwater
NSW 2128

ARTICLE FORMAT SAMPLE:

*****STRAPHEAD*****

(TRAVEL, CUSTOM, COMPETITION etc in capitals)
(Name of event or location of travel story)

*****HEADER*****

(STORY TITLE in capitals)

*****INTRO*****

(Opening comments or introduction of the article)

*****BYLINE*****

WORDS BY (????????), PHOTOGRAPHY BY (????????) in capitals

*****CAPTIONS*****

(enter your pictures in order of preference with captions, if any) eg:

- 1) mountaintop.jpg – The view from the top was fantastic
- 2) dscp1009.jpg – Notice the height of the wheels
- 3) dscp978
- 4) dscp970
- 5) dscp9978 – Gravel Roads into the camp

*****ENDS CAPTIONS*****

*****BREAKOUT BOX*****

(this is where any details – gps co-ordinates, pricing, contact details – Trip Notes etc are placed)

*****BREAKOUT BOX ENDS*****

*****COPY*****

(Actual body of your article)

*****COPY ENDS*****