

## **GUIDELINES FOR KARTER NEWS ARTICLES**

### **TEXT**

- Please submit text as a MS Word document or a text file.
- Other than paragraphs and capitalization, it is not necessary to format the text in any special configuration. That is all done in the layout program.
- DO NOT embed photos or graphics in the text. Send as separate files (see Images/Graphics below).
- Article Suggestions: For race event coverage, in addition to an overview of the event, a summary of each race at an event is always welcome. Spice it up when possible with lap times and position changes, etc. A good tip is to have the author use a pocket recorder during the event along with notes. It makes it much easier to recall interesting moments that might take place during a particular race.
- Articles may also be about:
  - yourself, a relative or friend
  - a particular memory on the way to a big race
  - how you work on your kart
  - technical advice or tips
  - if you have a question about whether or not an article would be appropriate, just call or email.
- Avoid political or negative comments about any of the participants or officials.
- Please check spelling and grammar. Especially participant's names!
- Provide lists of all the participants and their finishing positions. Sometimes we only have room for the top ten or top five, but when space allows we will list everyone. Remember everyone likes to see their name in print!
- Please provide captions/descriptions for all submitted photos, especially podium photos.

### **PHOTOS/GRAPHICS**

- If using a non-digital camera, submit photos as smooth surfaced, glossy prints.
- For digital cameras, use the highest resolution setting available. This is usually the setting that captures the least amount of photos on the memory card.
- Ideally, we want photos that are 300dpi for an approximate 6" x 4" photo.
- Submit photos and graphics as TIF or JPEG files.
- Please properly identify the photos so they can be easily referenced to captions or descriptions.
- Make sure any graphics (logos, etc.) are submitted as TIF or JPEG files. Same resolution requirements for photos apply.
- Do not send images copied from web sites. The resolution is much too small for print production.
- Types of photos suggested:
  - Action photos, we all love them!
  - Podium photos of all the races
  - Photos of the winners with mechanics and/or family members
  - "Around the pits," driver meetings, barbeques, etc. are always interesting
- Photos can be emailed, but if there are many please burn to a CD.
- Do not send every single photo shot at an event. We don't have time to go through hundreds of unidentified images. Select your favorites.

**Any questions or concerns, please don't hesitate to call/email with questions!**

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