Writers Guidelines for

NUTS & VOLTS SERVO MAGAZINE

The following are basic guidelines on how to submit an article for Nuts & Volts and/or SERVO Magazine. We hope this guide will help you create a great manuscript in a ready-to-publish state for our use. We are more than happy to assist with the writing process and encourage communication as you proceed. If you have any questions not answered here, feel free to contact Robin at robin@nutsvolts.com or robin@servomagazine.com.

Article Length

There isn't a hard word count that has to be met or to which you must limit yourself. A typical article can range from between 1,500 words to 4,000 words. It depends on the scope of the subject matter. The idea is to tell a complete narrative in a fashion that covers all the high points and shares your excitement and passion for your subject.

Source Code

It's unusual for us to print entire source code listings in articles. We suggest a flowchart or, if there is a specific routine or function you want to describe, include code snippets within the article. We prefer they be inline in your narrative to illustrate a specific point. More details about source code will be discussed shortly.

Submitting Your Article Files

Normally, you'll send an email to robin@nutsvolts.com or robin@servomagazine.com and attach a ZIP file that contains your submission. If the zip file is too big to attach, we recommend you use something like Dropbox to share the file with us.

The zip file should contain:

- ***<article name>-<version string>.doc*** - MSWord formatted document file (required).
- **CONTACT.TXT** – Your physical address and your real name (so we can send you a check!) (required).
- **AUTHOR-BIO.TXT** - File that contains your mini-bio (optional).
- **CAPTIONS.TXT** - File that contains the captions to be displayed under each figure called out in the text. Format is "Figure # - <description>" (required).
- **RESOURCES.TXT** - File that contains links to websites, videos, parts suppliers, or other items that allow readers to find out more about a related topic or are mentioned within the article text (typically required).

- **SIDEBAR-<x>.TXT** - File that contains a paragraph or so that is relevant to the article but if placed inline, would be distracting, e.g., the definition of a protocol or the background of an organization (optional).
- **EXTRAS** - Any extra photos or files that might be helpful to "dress up" the article or add more fine points (optional).
- **WEB** - Folder containing any source code, spreadsheets, data files, or other downloadable content that might be required by the article. We will place this on our website and link it in the article when published. (Source code is required if your article has a programmed component!)
- **PICS** - Folder that contains each photo or figure called out in your article. Each graphic should be named to match the call-out in the document, e.g., "Figure 1.jpg" or "Figure 4.png" etc. (required).

As an example, this is approximately what your article folder should look like before you zip it up and send it in for publication or review:

EXTRAS	7/15/2014 9:48 PM	File folder
PICS	7/15/2014 9:49 PM	File folder
AUTHOR-BIO.TXT	7/15/2014 9:50 PM	Text Document
CAPTIONS.TXT	7/30/2008 5:47 PM	Text Document
CONTACT.TXT	7/15/2014 9:50 PM	Text Document
Project - Talking Skull-1e.doc	7/30/2008 5:48 PM	DOC File
RESOURCES.TXT	7/30/2008 5:08 PM	Text Document
SIDEBAR1.txt	7/29/2008 7:21 PM	Text Document
SIDEBAR2.txt	7/30/2008 1:26 PM	Text Document

Also, please include a two to three sentence summary of what your article is about and what the reader can hope to learn/build/expect. You can include this as a separate Word doc or put it at the top of your article document.

Submitting Proper Graphics

Here are some general rules to keep in mind when you're creating images for use with your article:

Resolution Rules:
1. Photos should be 300 dpi (dots per inch) at the final size in the layout.
2. Diagrams or other figures which include text should be 450 dpi at the final size in the layout.
3. Resolution and image size are inversely proportional to each other. Enlarge an image, the resolution decreases; reduce an image, the resolution increases. Example: a 2 x 2"

image at 300 dpi (acceptable) enlarged to 4 x 4" has a new resolution of 150 dpi (unacceptable).
4. Low resolution images print fuzzy, jagged, and/or blurry. They might look okay on your computer screen, but won't work for printing purposes.
5. The settings used during the original "capture" of an image (i.e., scanning, digital camera, etc.) determine its base resolution. Resolution can only be improved by decreasing the image size, or by recapturing the image at a higher quality setting.

Things to avoid:
1. Web images are predominately low resolution (72-96 dpi) and/or small sized (640x480 pixels) GIF or JPEG files. This resolution is good for quick transmission over the Internet but is not acceptable for use in printing. *Do not grab images or graphics from a website to use in your print project!*
2. Up-sampling is when a low resolution image is saved to a higher resolution with no changes in dimensions. Up sampling adds more pixels/dpi) but creates blurry images, ugly blocks of color, and high contrast in images. The only way resolution can be improved is by decreasing the image size or by recapturing the image at a higher quality setting.

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We allow and encourage you to blog about *being* published and/or link to our website where we host your article, but it really defeats the purpose if we accept an article from you for publication and then you give it away on the web.

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No Source Code Secrets

It should be noted that we *specifically require* that source code be included with your article if your article includes a programmed part. To be clear, if you wrote source code for your project, you must include that source code with your article submission. The end user/reader must be able to download, review, and modify the source code as part of our mission to be an

educational resource. No "black box" / "pre-programmed part" / "binary blob" / "HEX file-only" projects will be accepted.

Please note: There will be a new pricing structure that will go into effect January 1, 2019. In the meantime, payment will be handled as described below.

Payment

T&L Publications pays for accepted articles as follows:

- **$0.05/Word:** This is the standard rate paid to writers. Depending on various factors (quality of work, consistency of delivery, and popularity of the work) this value may be altered at the publisher's discretion.
- **$.50/Image:** This would cover original photographs, drawings, schematics, or other artworks created by the writer and/or licensed by the writer for use in our publications.
- **$100/Print Bonus:** If the article is picked to be used in the printed edition, an additional bonus payment will be added **

**Articles that appear in paper media editions are paid this bonus. Articles that appear only in digital products such as websites, blog posts, forums, CD-ROMs, eBooks, digital magazines, newsletters, or other non-paper products are not.

Payment is typically made within 60-120 days of publication. Full or partial exchanges of editorial content for advertising space will be entertained but should be discussed with us before assuming eligibility.

If you have (or will have) a PCB and/or a kit of parts for sale that is based on your article, we have a few options for you to consider. In lieu of a one-time payment for your article, you can opt to partner with us to promote your kit through our webstore. When a kit is made available for sale through our store, we may accompany it with advertisements in the magazine as well as feature the kit in email and social media ad campaigns.

If you prefer to handle the entire sales process yourself, you are then essentially a manufacturer/retailer with the article becoming an advertorial. You would need to purchase advertising space in the magazine. As this can become a complicated matter, we are happy to discuss your specific case and see what arrangements can be made.

Now, go write something fantastic!