# Submitting an Article to *ArcUser* Magazine

Many *ArcUser* articles are written by users and ESRI business partners. Please read and follow these guidelines before writing an article for *ArcUser* magazine. In order for your article to be considered for publication, you must follow these guidelines and you must read and agree to the copyright policy on the ESRI Web site.

Articles are submitted to the magazine by attaching the file containing the article to a completed copyright policy form and clicking on the submit button. If you do not have access to the Web, please contact the editor to obtain a copy of the copyright policy. All articles received by the deadline date for a specific issue will be reviewed by the *ArcUser* Editorial Committee and considered for that issue or possibly a later issue.

**Monica Pratt,** *ArcUser* **Editor**
**ESRI**
**380 New York Street**
**Redlands, CA 92373-8100**
**USA**
**E-mail: arcuser_editor@esri.com**
**Tel.: 909-793-2853, ext. 1-1712**

### Article Submission Deadlines

| Issue | Deadline |
|---|---|
| Spring 2001 | Jan. 8, 2001 |
| Summer 2001 | March 19, 2001 |
| Fall 2001 | July 23, 2001 |
| Winter 2002 | Oct. 1, 2001 |

## *ArcUser* and *ArcNews*

ESRI has two distinctly different GIS publications. *ArcNews* provides news of ESRI, its products, services, users, and business partners and has been continuously published longer than any other GIS periodical. It seeks to broaden awareness of GIS and promote the use of this technology. The guidelines for submitting an article to *ArcNews* can be found at www.esri.com/arcnews.

*ArcUser* provides specific technical information to existing users of ESRI software. Articles written for *ArcNews* will not work in *ArcUser* and vice versa. Simultaneous submissions are strongly discouraged and pointless since the same article will not run in both publications.

## Article Format

Articles are written in English, in the third person, and should be 500 to 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 *ArcNews* , should be lively and include colorful quotes and anecdotes that relate to the subject of the piece. Articles need to be written from an international perspective. The magazine is designed to be very visual. Please send illustrations such as screen captures, maps, photographs, diagrams, charts, or tables that help tell the story. Specific information on illustrations is included in the "Graphics Guidelines" section.

Articles, attached to the copyright policy form, can be in the following formats: Microsoft Word 2000/98/ 97/95, Microsoft Word 5.1/6.0/98 for the Macintosh, WordPerfect 5.0 or higher, Rich Text Format (RTF), or ASCII (text only). No matter which word processing program you use, please DO NOT use any fancy formatting, styles, or spacing.

## Article Topics

*ArcUser* magazine focuses on users. *ArcUser* seeks three types of articles—feature articles, tutorials, and descriptions of new technologies. Do not submit product announcements or advertisements or press releases disguised as aticles.

### Feature Articles

Feature stories describe how real people and organizations have used ESRI products and services and/or those of ESRI business partners to solve problems, improve processes, realize cost savings, or perform tasks that would not be possible in the absence of GIS. When writing a feature article please mention specific data sources, whether government or commercial, and, as appropriate, answer some of the following questions:

How was GIS integrated with other technologies in the organization?

What aspects of the project were the most successful or unique?

What is the future of the project or application?

### Tutorials

Tutorials describe how to accomplish a GIS-related task such as modeling a data set or providing tips that make readers more productive when doing common tasks. For articles that describe a process or involve a script or program you have written, please specify what the reader will need to perform the process or use the script or program—what software, software version, and hardware configuration including the amount of drive space needed for data files.

With scripts and programs, please comment your code so that readers can follow the logic more easily. All scripts and programs are run before publication. **Thoroughly test your code before submitting it.** Identify the type of data set your program or script should be used with. If at all possible, refer to a generally available sample data set such as the sample data that comes with ESRI products or free data sources such as the data available from the U.S. Geological Survey or from spatial data clearinghouses. If you plan to submit a tutorial that uses data owned by a third party, *ArcUser* must receive written permission for usage from the owner of the data before your article can be considered for publication.

### *Technology Articles*

Technology articles explain emerging technologies related to GIS or show how existing technologies can be integrated with GIS in new ways. The following section includes tips for each type of article. Identify the audience for the piece in terms of interest and expertise. Tell readers if your article assumes that they have knowledge of specific subjects such as a particular programming language. Direct them to sources of additional information on topics that may be new or unfamiliar to many readers. These resources can be books, articles, or Web sites, but they should be readily available.

### Checklist for All Articles

1. Include your full name as it should appear in the byline along with your title and/or affiliation.

2. Do not quote yourself in the article.

3. Provide brief biographies for all authors that list education and/or GIS-related work and interests.

4. At the end of the article, please include the sentence,"For more information, contact" followed by the names, titles, affiliations, and contact information for one or more of the authors. Please see a copy of *ArcUser* for examples.

5. Send a list of the illustrations that will accompany the article and include a brief caption for each illustration.

### Graphic Guidelines

Articles need artwork. We would like to make your article as visually appealing as possible. If you have photographs (print or slide) or printed maps, please send them to us for scanning rather than scanning them yourself. We will return photographs and maps to you after the issue is published. Photographs taken with digital cameras frequently lack sufficient resolution for good reproduction at the high line screen that is used in printing *ArcUser*. Send clearly labeled diagrams or charts and ESRI's graphics department will create illustrations that complement the magazine's design.

• Send original digital screen shots or images.

• Do not send images taken from Microsoft applications such as PowerPoint, Word, or Excel. These images contain formatting that makes them unsuitable for use in the magazine.

• **DO NOT SEND .GIF images.** Send graphics in digital formats such as .TIF, .BMP, JPG, .PICT, .EPS, or SunRaster

• 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 by making screen captures rather than exporting files from either ArcView GIS or ArcInfo.

Send graphics to the editor by e-mail, mail, overnight courier, or by posting them to the ESRI FTP site (ftp.esri.com/pub/incoming/) and e-mailing or calling the editor with the file or folder name. 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. Graphics not posted to the FTP site or e-mailed are accepted on 3.5-inch floppy diskettes, CD-ROM, JAZZ (1 GB or 2 GB), or ZIP (100 MB or 250 MB) diskettes. 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.

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