



## ***CONTRIBUTORS' STYLE GUIDELINES***

### **SUBMISSION FORMAT:**

PHOTOGRAPHS: 144dpi or 300dpi RGB jpeg images files at 43cm across for covers or two page spreads, half that (at 144dpi) for all others. **Please remove all watermarks or typography, copyright or credit lines.** A credit line in our own font will be added to the byline of articles with one photographer, and on each image in articles with multiple photographers. Please correct histograms and color. Please submit only 20 images per 1500 words. Send an extra 20 images as alternates. Please send captions with images. Do not wait. We need them BEFORE layout, not after. (Email us for FTP info.)

TEXT: Please submit ALL files and materials together in one email, at least 6 weeks before publication. Make separate files for each: a) text, b) sidebars, c) captions and photo credits, d) fact files, e) brief bio. (Images can be uploaded to our server through a free FTP program such as Filezilla, Winscp, Total-Commander, Fetch for Mac users, or you can send them free via YouSendIt.com or SentThisFile.com)

a. TEXT: Word document, Font: Arial 11pt, single-spaced. Double-space between paragraphs (don't indent). Follow style guidelines below for titles, subtitles, paragraphs, quotes, boxes, sidebars, etc.

b. SIDEBARS & BOXES: Word document, Font: Arial 11pt, single-spaced. Double-space between paragraphs (don't indent). State special location in text layout and source. (SOURCE: BBC)

c. CAPTIONS & PHOTO CREDITS: Word document, Font: Arial 11pt, single-spaced. List image file number or name, photo credit, caption text and any special placement of photo in text layout.

d. FACT FILE: See sample of fact file from previous issue. Follow the same format. State source.

e. BRIEF BIO: Please write a two to three line biography of yourself for inclusion at the end of the article (max 40 words). (Include: who, what, where)

### **STYLE GUIDELINES:**

#### GRAMMAR

- Please adhere to AP standards and rules in the **Associated Press Style Guide**: <http://www.apstylebook.com/>
- We use an adapted International Standard English. We accept articles in U.S. or British English, but please be consistent throughout your text.
- Please have someone else you trust proofread your text before you submit it.

#### INTERNATIONAL STANDARD ENGLISH

- Remember your audience is international. Please do not write to only one region, i.e. UK or Europe. We also have thousands of readers in Asia and the Americas.
- Please use gender-neutral, non-discriminating language. Do not use ethnic or racial slurs, exclusionary or sexist words, such as 'mankind'. Use 'humankind'. Do not use 'indian'—use 'Native American' or 'First Nation' or 'indigenous people'. Never use the 'n' word. We have girls and women and indigenous people from all over the world reading our magazine and should not be excluded or turned off by exclusionary or offensive language. As a result of using neutral language, we are a dive magazine with 50-50 female and male readers. This makes us unique, increases our circulation and sells ads. Remember, women are great shoppers of dive trips and equipment, too.

#### PLAGIARISM & ETHICS—**DO NOT COPY AND PASTE FROM OTHER SOURCES**

- Please do not copy text from other sources without permission. Use quotations and credit the source. It is plagiarism to do so without permission and credit. Know what **Fair Use** is. We must fol-

low international and specifically, EU, copyright laws.

- For example, do not cut and paste text from Wikipedia into your own text. Paraphrase the information and list the source at the end of the text or within it e.g. "According to experts...", "As stated on the website of...", "Captain James told the BBC in an interview that...."
- If listing sources, follow the following form: "SOURCE: WIKIPEDIA.COM", or "White, E.B., Elements of style. Publisher, Place, Date. Volume or edition, pages."
- Read up on journalism ethics and fair use information at the Pointer Institute here: [http://www.poynter.org/content/content\\_view.asp?id=11735&sid=26](http://www.poynter.org/content/content_view.asp?id=11735&sid=26)

#### VOICE & VERB TENSE

- Use only past tense throughout your text. Do not use present tense.
- Quotes: Use past tense: 'said' — NOT 'says' — e.g. "It was a successful dive," said the captain.
- Use only first or third person. Never use second person, unless it contributes flavor to an anecdote.
- Be direct: "The design was made to...." instead of: "The design had been made to..."

#### SPELLING

- Please run the SPELL CHECKER
- Spell out 'and'. Do not use the '&' sign, unless it is part of a formal name or title.
- Check all compound words in a dictionary, or online dictionary i.e. do not separate: liveboard, freediver, wetsuit, drysuit, divemaster

#### ABBREVIATIONS

- Abbreviate: mph, cm, m, km, kg, etc, BCD, DVD, CD, and computer terms: KB, MB, GB.
- Do not abbreviate pounds, inches, feet or miles (except in conversion amounts in parentheses).
- Do not put a period after 'Dr' e.g. Dr Sylvia Earle
- Do not abbreviate most things. Spell them out. For example, do not use PR consultant. Spell it out: public relations consultant.
- Spell out first, second, third, fourth, etc. i.e. spell out 'second stage'. (NOT 2nd stage.)
- Spell out 'maximum', 'minimum', 'approximately', 'for instance', 'for example', 'minutes', 'hours'

#### APOSTROPHES

- No apostrophe before the 's' here: BCDs, DVDs, CDs. But, yes on apostrophes here: 1980's, 1700's, etc.
- *It's* means 'it is'. Do not use the apostrophe in 'Its' possessive form e.g. "Its tail was very long."

#### DATES

- How to type out dates: "10 January 2009" or "January 10". NOT "Jan 10th" (spell out months, days)

#### NUMBERS, SYMBOLS, MEASUREMENTS, TEMPERATURES

- Spell out numbers one through ten (except in product, vehicle or equipment names). Do not spell out numbers over ten e.g. 11, 21, 33
- When beginning a sentence with a number, spell it out e.g. "Three hundred people dived..."
- Do not start a sentence with a numeral year e.g. "2010 was a very good year". Instead start with a preface in words e.g. "The year, 2010, was a very good one."
- Do not use periods for numbers over a thousand. Use a comma e.g. "7,000 people" (NOT "7.000 people")
- Use metric, and put standard or imperial measurements in parentheses e.g. 3m (10ft)
- Do abbreviate temperature and measurements, but be consistent throughout your text.
- Do not put a space between numbers and meters e.g. 10m, 8km, 6kg
- Use a hyphen for measurements, such as "20-meter-long dive boat".
- Do not spell out 'degrees' in temperature measurements. Use C for Centigrade and F for Fahrenheit. Do not put a space between the number, symbol and abbreviation e.g. 10°C
- Write out 'percent'. Do not use the % sign.

#### CURRENCIES

- Use a 3-character letter-symbol before the amount e.g. US\$100 or GB£1,000 or EU€1,299.99. State the country of the dollar. This is an international magazine. There are many kinds of dollars out there including Singapore dollars (SG\$), Australian dollars (AU\$) and Canadian dollars (CA\$).

- Do not use / unless absolutely necessary. If used, do not put spaces before or after it e.g. "and/or", "on/off switch"... unless listing prices or measurements: US\$29 / GB£12 or 15m / 45ft
- You can also use parentheses instead: US\$29 (GB£12) or 15m (45ft) or 15 meters (45 feet)

#### HEADLINES & SUB-HEADLINES

- Do not put a period after headlines.
- Do not put headlines in all caps.
- Do not capitalize each word in a headline... just the first word e.g. "Boy saves dolphin caught in fishing net"
- Do not make headlines or sub-headlines long. They should be as short and direct as possible.

#### PUNCTUATION

- **Most common mistake by contributors:** too many spaces after sentences. Place ONLY ONE space after a period at the end of a sentence and the start of a new sentence. Otherwise we have to go through your entire text and remove each one. This is very time consuming.
- Do not overuse commas. See the *AP Style Guide* for proper use of commas.
- Do not use a comma after the second to last item in a list e.g. "apples, oranges, pears, grapes and bananas..."
- Please do not overuse exclamation points. Use very minimally. They lose their impact after several uses in a text and can weaken the credibility and authority of the content.
- Please do not overuse ellipses, or triple periods, as an ending to a paragraph or anecdote, used to indicate an unfinished thought. Use very minimally. Like the exclamation point, they lose their impact after several uses and can weaken the credibility and authority of the content.
- Please use the semi-colon only for complete clauses related to a previous sentence e.g. "The underwater landscape was remarkable; everything we saw was bright green." Use the em dash for incomplete clauses e.g. "The underwater landscape was remarkable—everything, a bright green."

#### QUOTATION MARKS & ITALICS

- Do not use quotation marks for titles, places or publications. Use double quotation marks only for direct quotes.
- Do not use single quotation marks at all, except for quotes within direct quotes. Instead, use italics for emphasis, special terms or native words, etc, only once in the text. Use italics only the first time the term or phrase is used in the text.
- If it is a *full sentence* quote, then the comma (or period) comes **before** the end quotation marks e.g. "He dived like a fish last night," said the captain.  
The captain said, "He dived like a fish last night."
- If it is a *partial* quote within a sentence, then the comma (or period) comes **after** the end quotation marks e.g. The captain said that he dived "like a fish", even though it was night.
- Italicize names of publications, films, movies, documentaries.

#### NAMES, TITLES & NATIONALITIES

- Spell out the first and last names of people only once. Thereafter, only use his or her last name throughout the remainder of the text. We do not use Mr, Mrs, Ms. Dr is only used once, then last name only.
- Capitalize nationalities: Italians, Germans, Japanese, American, etc.
- Do not capitalize government terminology i.e. 'minister of foreign affairs', 'government', 'federal', 'state representative', unless it is someone's official title e.g. President Obama.

#### SHIPWRECKS, COMMON & SCIENTIFIC NAMES

- Italicize names of ships, wrecks, submarines, submersibles e.g. *U-353, USS Cole, HMS Victoria*
- Do not capitalize the common names of marine life names (e.g. great white shark, nurse shark) unless it is a proper name of a person, place, or nationality (e.g. Kemp's Ridley turtle, Greenland shark)
- Capitalize the first name and not the second of a scientific name. Italicize both. e.g. *Caretta caretta*

#### PARAGRAPHS & INDENTATION

- Do not indent. Do not use 4 spaces to make an indent at the beginning of paragraphs. Just do a

hard return to create a separation between paragraphs.

- Do not make long paragraphs. Break up your text with shorter paragraphs and sub-headlines (no longer than 20 spaces long) to make your text easier to read and to give the eye some rest in between ideas.

#### THAT VS. WHICH

- Do not overuse 'which'. Instead use 'that' where there are not two clauses that can stand alone. Use 'which' if two clauses can stand alone. Place a comma before 'which'. See the *AP Style Guide* for the proper use of 'which'.

#### END OF TEXT

- Use a centered ### to mark the end of your text.

#### CAPTIONS, CREDITS, SIDEBARS, BOXES

- List all captions and credits for all images after your text or in a separate document. Please turn these in right away with your final text, BEFORE layout. Please do not wait until after layout is done. This causes delays in production and strains the staff to complete the layout by deadline.
- List all special placements and side bars or boxes in parentheses in the desired location in the text. Notes will be removed upon layout.
- Again, please run the spell-checker on everything—text, captions, sidebars, headers, boxes, etc.
- And please check the spelling of any names of people, dive operators, co-authors and co-photographers to be listed in the article or byline.

*Your cooperation is greatly appreciated and is a great help in producing each issue by deadline.*

*If you have further questions, please contact the editorial staff at X-RAY MAG:*

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