



STANDARDS FOR e.GEO PUBLICATION

The goal of the e.Geo is to inform California's consulting geotechnical community of important and interesting issues relating to our profession. If it's not read, we can't meet this goal. Furthermore, we want the geotechnical community to look forward to next month's e.Geo. Therefore, attention getting and readability are keys. Like any good journalist (e.Geo is a NEWSletter) your article must attract and hold the reader. Keep in mind your *HEADLINE*, *COPY*, and *PHOTO*.

- HEADLINE – Capture the viewers' attention so they'll read the rest of your article.
- COPY – Give your key points towards the top (in case this is all that's read).
- PHOTO – Interesting, relevant and an attention getter: what would get you to read the article?

Therefore we have developed the following standards for e.Geo articles:

- 1) The publication of the e.Geo will be the 2nd Thursday of each month. Articles for publication must be submitted to jurykovic@calgeo.org by the 3rd Thursday of the preceding month.
- 2) Articles printed in the e.Geo shall be 100-150 words in length. Should your article be larger than that, we encourage you to include a synopsis of the article. The synopsis will be linked to your original article. However, if you do not submit a synopsis, CalGeo will be pleased to write one.
- 3) If you are submitting a photograph, the picture should be submitted as follows:

- ~ Send in jpg file format.
- ~ Provide us a description for the photo caption.
- ~ If the picture is of an individual, the file size should be 120px wide by 150px high.
- ~ If the picture is a full-width image, say of a group or a project shot, the file size can be up to 590px wide.

**If sizing the file becomes too cumbersome, our webmaster can be of assistance in reducing the picture to an appropriate viewable size for the e.Geo space available.

Thank you so much for sharing your knowledge and experience with our members. We really appreciate all of your efforts and support.