

# PACIFIC HORTICULTURE

## Pacific Horticulture Article Submission Guidelines

Authors will submit articles under the following guidelines and publishing shall follow the following timelines:

### **General article submission guidelines:**

- Articles should include a 1 sentence sub-header/title (description)
- Articles should also include an author bio (50-75 words) and headshot for the article byline
- Articles should include reference and/or resource names, attributes, links, dates, and URLs to any research or papers

### **Article Length**

- In-depth: 1300-2400 words.
  - Author provides 10-12 photos/illustrations
  - Photos should include caption and credit to photographer/illustrator/source
  - Common name always following with scientific name
- Topical: 700-1200 words.
  - Narrower in scope,
  - author provides 5-10 photos/illustrations
  - Photos should include caption and credit to photographer/illustrator/source
- In Brief: 300 - 600 words
  - Easy bites, Book Reviews
  - author provides 3 - 5 photos/illustrations
  - Photos should include caption and credit to photographer/illustrator/source
- Serendipity: Flexibility to do something different!

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## Ownership Statement:

- Article text shall remain the intellectual property of the authors.
- Article formatting and web design will become the property of Pacific Horticulture and shall not be duplicated in any form without permission of Pacific Horticulture.
- Non-Compete Clause: Authors agree that published articles are for the sole use of Pacific Horticulture and the Pacific Horticulture audience, unless agreed to by both Pacific Horticulture and the authors prior to publication.

## General style guidelines

- Please refer to the attached Pacific Horticulture Style Guide for 2022

## Images guidelines:

- High quality photos/illustrations are key to creating engaging web content.
- Photos shall be accompanied by a statement of ownership or copyright. All images should have a named source and/or credit to ensure they are not protected for use by a third-party copyright holder(s)/owner(s).
- Photos should be a minimum of 1200 pixels / 300 dots per inch (dpi) and be either landscape or portrait
  - Pacific Horticulture reserves the right to crop or combine images as necessary
  - Hi-resolution phone (iPhone/Android, etc.) photos are acceptable
- For captions associated with images
  - Treat plant names in captions as first reference regardless of where they are in article: "common name (Scientific name)". If a plant is mentioned more than once in a caption, a common name on second reference is fine.

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- When listing plants, separate with commas rather than semi-colons, where possible.
- If source is separate from the author, end the caption with a period, then write "Credit: Name" without a period.
- If a hyperlink for credit is necessary, embed the hyperlink in the name of the credited party.

## **Proposal**

Your proposal should include a few sentences on the topic (not more than 300 words) and its relevance to the audience. All proposals are acknowledged, and included in the considerations of the Content Committee, who schedule our upcoming articles. If you are not an experienced writer, but have a great idea, let us know. We have Editorial Advisors who can help.

While our editorial process requires only 8 weeks, we will notify authors of impending publication in advance, in the event that other arrangements need to be made. Please know that we schedule articles with a view to the current needs of our audience, and that there may be a substantial delay between proposal and publication.

## **Editorial Process**

An Editorial Advisor (from our Editorial Advisory Group) will be available to support the author during the draft writing process. This person will be introduced to the author and will be available to review drafts and discuss the article on the following schedule.

Every article we publish is the result of a collaborative effort. We may ask authors for some changes to articles in the back-and-forth between

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Editorial Advisor and author. We hope always to produce an excellent article that will appeal to and inspire our Pacific Horticulture audience.