

## 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, 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?

We have developed the following standards for e.Geo articles:

1. The publication of the e.Geo will be around the 1<sup>st</sup> or 2<sup>nd</sup> of every month, excluding weekends and holidays. Articles for publication must be submitted to [kelly@calgeo.org](mailto:kelly@calgeo.org) at least 5-7 days preceding the end of the month.
2. Articles printed in the e.Geo shall be 100-200 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 on your website or in PDF form. However, if you do not submit a synopsis, CalGeo will summarize your article for you.
3. If you are submitting a photograph, the picture should be submitted as follows:
  - a. Send in jpg or png file format.
  - b. Provide us a description for the photo caption (if desired)
  - c. If the picture is of an individual, the file size should be between 150 and 300px wide.
  - d. If the picture is a full-width image, say of a group or a project shot, the file size can be up to 600px wide. \*\*If sizing the file becomes too cumbersome, CalGeo 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.

Direct all questions to Kelly Cabal: [kelly@calgeo.org](mailto:kelly@calgeo.org)