

In a Nutshell: Submitting Material for Publication

- 1) The most straightforward and foolproof way to publish material is to send Stipes camera-ready copy that we can shoot and print. This is far and away the most appropriate for “class notes” and “syllabus” kinds of publications.
 - It must not have any color.
 - It should have little or no use of gray scale.
 - 2) If the layout is fairly sophisticated or the material uses many photos or has much artwork, send Stipes separate text files and graphics files and we will lay out the publication. Send the graphics in the form of raw graphics files such as .tif (preferably anything other than .jpg).
 - 3) Special or foreign characters such as ‘½,’ ‘©,’ ‘°,’ and ‘ö’ must be in the same font as the rest of the document; they should not be “faked” or “constructed.”
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Camera ready copy

Camera ready copy is the kind of copy you would take to the copy shop. **It must not have any color in it** because the finished product will be in black and white. Consequently, any colors will be reproduced as either black or some shade of gray, or they will drop out altogether.

Re-think any use of shades of gray. It may be very effective to see text set against a light colored background or even some kind of colored pattern on the computer monitor. Not only that, it’s easy and fun to do with standard software.

However, text set against a gray background or against some kind of black or gray pattern on the printed page is almost never very effective. Look critically at what is on the printed page; don’t be influenced by memories of how it looked on the monitor.

Fonts

By far and away, the most popular fonts for straight text or body copy are Times New Roman or some flavor of Century Schoolbook. The most popular display font used for headlines, side heads, captions, text boxes and so forth is Arial. These fonts are very effective and “well behaved.” There are valid reasons for their popularity.

If you are tempted to use unusual fonts remember: to the extent the reader notices

the font style or any other element of the layout, that layout is getting in the way of the effective presentation of the material.

If you submit material in the form of MS Word or other files, make certain to include any fonts other than those mentioned above.

Special characters

Any text files submitted to Stipes must be free of “faked” or “constructed” characters such as “3/4” for “¾” or a superscript character “°” for the degree symbol “°”. **This is very important.** It is also a good policy to follow for camera ready copy as well for two reasons. First, it looks better and more finished. And second, it is much easier to insert the correct character in the same font than it is to go to another special font set or to “fake” or “construct” the symbol. See the back of this page for instructions on how to do this.

Submitting graphics taken from the web

Straight black-and-white print graphics (“line art”) must be at 300 dots per inch. Web graphics at 72 dots per inch simply do not have the quality for print publications. Photos taken from the web may or may not be publication quality.

Remember, most web materials are not “public domain,” that is, they are not legally free for the taking.

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ASCII Codes

To enter these characters, enter the Alt value from the keypad. In other words, to enter “½” hold down the Alt key and enter 0189 at the number pad on the right side of the keyboard

Obviously, if the special symbol is not in this list, some other strategy must be found to insert it in the text, such as going to a special “symbols” font set. The problem is that those characters may or may not match those of the rest of the text. For that reason, whenever possible, go with these characters instead of special “symbol” ones.

0001	0033 !	0065 A	0097 a	0129	0161 ¡	0193 Á	0225 á
0002	0034 “	0066 B	0098 b	0130 ,	0162 ¢	0194 Â	0226 â
0003	0035 #	0067 C	0099 c	0131 f	0163 £	0195 Ã	0227 ã
0004	0036 \$	0068 D	0100 d	0132 „	0164 ¤	0196 Ä	0228 ä
0005	0037 %	0069 E	0101 e	0133 ...	0165 ¥	0197 Å	0229 å
0006	0038 &	0070 F	0102 f	0134 †	0166 †	0198 Æ	0230 æ
0007	0039 ‘	0071 G	0103 g	0135 ‡	0167 §	0199 Ç	0231 ç
0008	0040 (0072 H	0104 h	0136 ^	0168 ¨	0200 È	0232 è
0009	0041)	0073 I	0105 i	0137 ‰	0169 ©	0201 É	0233 é
0010	0042 *	0074 J	0106 j	0138 Š	0170 ª	0202 Ê	0234 ê
0011	0043 +	0075 K	0107 k	0139 ‹	0171 «	0203 Ë	0235 ë
0012	0044 ,	0076 L	0108 l	0140 Œ	0172 ¬	0204 Ì	0236 ì
0013	0045 -	0077 M	0109 m	0141	0173 -	0205 Í	0237 í
0014	0046 .	0078 N	0110 n	0142 •	0174 ®	0206 Î	0238 î
0015	0047 /	0079 O	0111 o	0143	0175 -	0207 Ï	0239 ï
0016	0048 0	0080 P	0112 p	0144	0176 °	0208 Ð	0240 ð
0017	0049 1	0081 Q	0113 q	0145 ‘	0177 ±	0209 Ñ	0241 ñ
0018	0050 2	0082 R	0114 r	0146 ’	0178 ²	0210 Ò	0242 ò
0019	0051 3	0083 S	0115 s	0147 “	0179 ³	0211 Ó	0243 ó
0020	0052 4	0084 T	0116 t	0148 ”	0180 ´	0212 Ô	0244 ô
0021	0053 5	0085 U	0117 u	0149 •	0181 µ	0213 Õ	0245 õ
0022	0054 6	0086 V	0118 v	0150 –	0182 ¶	0214 Ö	0246 ö
0023	0055 7	0087 W	0119 w	0151 —	0183 ·	0215 ×	0247 ÷
0024	0056 8	0088 X	0120 x	0152 ~	0184 ¸	0216 Ø	0248 ø
0025	0057 9	0089 Y	0121 y	0153 ™	0185 ¹	0217 Ù	0249 ù
0026	0058 :	0090 Z	0122 z	0154 š	0186 º	0218 Ú	0250 ú
0027	0059 ;	0091 [0123 {	0155 ›	0187 »	0219 Û	0251 û
0028	0060 <	0092 \	0124	0156 œ	0188 ¼	0220 Ü	0252 ü
0029	0061 =	0093]	0125 }	0157	0189 ½	0221 Ý	0253 ý
0030	0062 >	0094 ^	0126 ~	0158 •	0190 ¾	0222 Þ	0254 þ
0031	0063 ?	0095 _	0127	0159 Ÿ	0191 ¿	0223 ß	0255 ÿ
0032	0064 @	0096 ‘	0128 •	0160	0192 À	0224 à	

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