



# TRADE SHOW EDITORIAL SPECIFICATIONS

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## EDITORIAL GUIDELINES

- Bold headline
- 300-500 words
- Written more or less in the style of a newspaper article
- Press releases may be submitted
- Written in first, second or third person  
If you write your article in the first person, you **MUST** include the name and title in a byline
- Photo or logo accompanies text

## SUBMISSION INFO

Please send your completed article by the deadline in your contract to [editor@oser.com](mailto:editor@oser.com).

## MAKE SURE TO INCLUDE YOUR CONTACT INFORMATION AND BOOTH NUMBER AT THE SHOW.

If there is missing information in your article, you may be asked to resubmit it.

If you have questions, please contact our editorial department at 520.721.1300 or email [editor@oser.com](mailto:editor@oser.com).

## PHOTO REQUIREMENTS

Any photo that you submit should be at least 2 inches wide by 2 inches high at 300 dpi.

Acceptable file formats are .tif, eps, .jpg or .pdf

### Step 1

#### **Timing is everything!**

Check the deadline date in your contract. You are responsible for submitting your material to [editor@oser.com](mailto:editor@oser.com) by that date. We also encourage you to submit BEFORE that date, if possible, because that gives us a margin in which to respond if we see an error or omission and get that corrected in time to publish a revised version.

If your copy arrives after your deadline, we can't guarantee that we'll be able to run it in the slot you booked or even that we'll be able to run it at all. We'll do our best to get your material into the publication whenever you send it, but our print deadlines grow more and more inelastic as the date of the show approaches, and there comes a point when we are simply unable to stretch them any more. That said, if you run into a problem with your copy, please call us at 520.721.1300, ask to speak to the editorial department and let us know that you need more time. If we can give you an extension, we'll be happy to do that.

If we are assisting with your copy, your deadline is the date by which we must have your approval for the final version for publication, so please do not wait until your deadline is imminent to be sure that you're in touch with our editorial department.

### Step 2

#### **Neatness counts!**

Your editorial copy should be submitted in the form of a Word document or in the body of an email. Please start with a blank document, not a letterhead. Graphics should be attached separately, not embedded into the document. If you are submitting more than one piece of editorial copy, please send them as separate documents and indicate the order in which you wish them to run.

### Step 3

#### **First things first.**

Head each document with your name and email address, your company name, your booth number at the show and any other contact information you'd like to include in your article. Then tell us the file name for any image you'd like us to run with the article. If your article is written in first person (If you are including the word "we" or "our" anywhere in it), you must also include a byline – the name and title of the person writing the article. For example:

Carolyn Millard, [carolyn@ourcompany.com](mailto:carolyn@ourcompany.com)  
Our Company, Inc., Editorial #1  
[www\[dot\]ourcompany\[dot\]com](http://www[dot]ourcompany[dot]com), call 555.123.4567 or email [sales@ourcompany\[dot\]com](mailto:sales@ourcompany[dot]com)  
Booth #123 at Great New Products Show

By Carolyn Millard, Vice President of Sales, Our Company

### Step 4

#### **Writing your article.**

You'll find some handy tips that'll get you started [here](#). You can find examples of editorial submissions [here](#) and [here](#). Don't worry too much about the fine points of grammar – just do the best you can, and after you've submitted your articles, our staff editors will check them over, revise them as necessary to conform to our house style and add a headline. We won't make any radical changes without talking with you first.

### Step 5

#### **Submitting your article.**

Finally, give it all a last read, double-check to make sure that the information you put in your article header in Step 3 is all correct, and email your article and any accompanying image to [editor@oser.com](mailto:editor@oser.com). And remember, if you have any questions or concerns along the way, call us at 520.721.1300 and ask to speak with your customer service manager or with the editorial department.