

Submission Guidelines for PolymerCAFÉ Magazine

General Requirements - PolymerCAFÉ is written and edited to reflect an easy, conversational style. Submissions must be original and previously unpublished. We always welcome queries from new contributors, and we'll work with you to make the experience an interesting and enjoyable one. We have several areas that we accept submissions.

How-to and Instructional Articles

Your first step is to email or send a query with a shot of the project and some information about why you think it will interest our readers. (We don't advise sending a completed article. Also, please don't send articles that you've already published on your website or someone else's.)

In general, how-to articles are between 1500 and 1900 words and have about 10 to 14 step-out photos that demonstrate the project. (Sure, we always make exceptions for special circumstances.) We accept for all levels from beginner to professional. The article should contain:

A List of Tools—The things that you use but don't use up, such as tissue blades, pasta machines, craft knife, etc.

A List of Materials—The consumables such as clay, wire or mica powders that are necessary to complete the project. (This list can also include the amount of clay you used for this particular project, but amounts are optional.)

A Resource Section—For supplies and special tools, etc. where applicable. Provide company name, website, phone number and address if available.

An Introduction—A paragraph or two that describes how you came up with the idea or what inspired the piece.

The Instructions—This should consist of simple directions. (If this is your first time writing a How To, you might find it helpful to explain the technique to a friend as you create the instructions. On the other hand, don't let this intimidate you. Just give it your best effort. *You're the artist! We're the writers.* If your directions aren't absolutely clear, we'll work with you until they are.)

Step-Out Photos—Include as many as you need to demonstrate the project. *Please key the photos to the text. For example: "Cut out 8 equal slices of the cane (Fig. 4)." See photo info below.*

At least one Glamour Shot—A photo of the finished product shown in an appealing fashion. For the glamour shot, we want something that will make the readers stop in their tracks to look at YOUR article as they skim through the magazine.

Other Shots—You can also include a slightly different view of the finished piece, or several variations of the piece. (This is optional but we try to showcase some of your other work whenever we can.)

Your Biography—Include a paragraph or two about yourself, clay organizations you belong to, where you're from, and, if you choose, your email address and/or website. *You can also include a picture of yourself or of your latest work.*

The Last Word

Is a column that features an essay related to the world of polymer clay. This can be humorous, serious, first person and opinions. Length is 500 to 1000 words.

Gallery Section for Reader's Works

Let us present photos of your work to the polymer clay community. We love to showcase readers' talents. Send us photos (see photo info below) and your work may be included in our Gallery Section. Please include your name, the title of your piece and where you are from.

Simple Guidelines for your Photos

Be aware of your background. Use simple backgrounds that are a good contrast to your work, and good, but not glaring, light. It's usually best NOT to use an outdoor background.

If you're using a digital camera, make sure your camera is **at least 4 mega pixels** (the higher the better). If you aren't good with a camera, have a friend with some photographic experience take the pictures for you. As you can well imagine, it's essential that the photos are clear and of the best quality for reproduction in a magazine.

If you choose to crop and edit your photographs, please make a copy of the original and edit the copy, not the original! That way, if our graphics department can't get good resolution from the edited photo that you send us, you will still have access to the originals, and we can do our editing from them. **If you're unsure about cropping and editing, it's better to just send us the unedited (STRAIGHT FROM THE CAMERA) photos.**

Don't worry that the files are large. When we agree to publish your article, we'll send you an FTP address so you can download your files directly to our computer.

Don't let these Guidelines overwhelm you. We're here to help you! Email or call us with questions. Do the best you can and know that we'll back you up all the way. And, the Graphics Department will do a fantastic job of making your work shine using their exceptional skills with layout, fonts and backgrounds as well as creative use of your photos.

We hope these suggestions are helpful. If you have any questions, please feel free to contact us. We look forward to working with you!

Sincerely,

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