

Starter Barks Style Guide

Thank you for helping us make Starter Barks as beautiful and consistent as possible. Here are some simple formatting guidelines we ask all those submitting content to follow. We appreciate your cooperation and contributions to Start Barks!

Resources

- Dictionary: Webster's Online Dictionary
- We always prefer US spellings (*labor*, not *labour*), but most important is to be consistent.
- If you need to consult with a full-length editorial style guide, we ask that you use the *Chicago Manual of Style*, 18th edition.

Text Guidelines for all content

- Set all text in plain, Garamond, 12-point type, avoiding all extraneous formatting such as boldface, italics, except as detailed below.
- All text shall be submitted as a Word or Google document *without* embedded images. Images need to be submitted separately, and *not embedded within the text document*.
- Please check your ad or text carefully as you are responsible for any errors, typos or misspelled names.
- Treatment of dogs' names: The Starter Barks style for dogs' names is as follows: Registered Name, owned by Owner's/Owners' Name(s). Titles are optional, and it is the responsibility of the submitter to provide AKC Titles in correct sequence as per AKC rules (the Starter Barks committee will not be responsible for incorrect title designations). Call names are optional. The dog's names are to be in Bold and Italic. The owners' names are to be set in Bold. Example: ***Stonecroft Stay Magical (Wyle)***, owned by **Betsie Czeschin, Lily Apollos**, and **Erin Miller**.
- Regional Club Columns:
 - Club reports are generally no longer than 500 words; please let us know if you will need significantly more space than this.
 - Photos should be limited to three per report; we can sometimes fit in a fourth photo, but there are no guarantees, so please indicate your priorities if submitting more than three images.
 - No stacked photos in regional club columns
 - Please ensure each photograph is submitted at a medium or high resolution. Images should be submitted as originals, rather from social media or other online locations, because such photos are generally too low resolution for printing. Please ensure that any photos submitted are free from copyright restrictions.

- Officer and Committee Reports
 - Committee Reports generally do not include images or dogs' names; however, should the need arise, please follow the guidelines provided for Club Reports.
- Feature Articles
 - The length of feature articles will vary depending on the topic. Please discuss this with the staff member who contacts you prior to writing your piece.
 - Text formatting, image files, and dogs' names should all follow the text guidelines provided in this document.
- Photos
 - Digital photos submitted for print should be in JPEG or PNG format in the highest resolution possible.
 - Please identify the photo by naming the file with your lastname and name of the dog or description of the image. i.e. Czeschin_Wyle_Hunt-training.
- Advertisements
 - All ads are to be submitted as photo-ready PDFs, JPEG or WORD document.
 - Scaling of ads: Full page, 7.5 wide x 9.5 deep; Half page, 7.5 wide x 4.5 deep; Quarter page, 3.5 wide x 5 deep.
 - Merely as a reminder, people often include the following information in their advertisements. Of course, what to include is entirely up to you!
 - AKC registered name
 - Call name
 - Titles
 - Dog's date of birth
 - Owner's name and contact information
 - Breeder's name
 - Health information
 - Anything of special note