



# Writer's Guidelines and Advertising & Copy Submissions

All articles and ads are subject to review by ARM for accuracy and correct use of ARM trademarks and copyrights. Please use the guidelines and submission information below as a guide when you write and design your ads and articles.

## Writing an article for IQ:

Please submit a rough draft of your proposed article to any of the contacts listed below, at least 2 weeks prior to submitting your article. We will inform you of the suitability for publication, and make any suggestions as to form or content at that time. Please tell us at that time how many words your are planning on submitting, and whether you will have photos or diagrams.

## Submitting the final article:

Please submit the final article before the deadline. Authors who miss the deadline will have to resubmit for future editions.

Please check thoroughly for grammar, spelling, etc. In addition, please ensure that you are correctly using correct ARM brands and trademarks. (See following page).

**Word Documents:** Please submit your documents in a word file email to:  
Erik Ploof erik.ploof@arm.com  
Markus Levy markus@convergencepromotions.com  
Glenn ImObersteg glenn@convergencepromotions.com

Do not use powerpoint, pdf files, or any other medium.

Please include the following in your submittal:

1. Title of the article
2. Name and Title of the author, and Company. (include email contacts in case we have any questions).
3. A short synopsis: 150-250 words synopsis of the contents of the article, background, or what the reader will learn after reading it.

**Photos or Diagrams:** You may embed your pictures or diagrams in the word file for reference, but we will need them sent separately as a high-res (266 dpi or higher), jpeg, gif or eps file. If you have difficulty sending the photos, contact the designer, Dave Ramos, for instructions on where to send the CD or how to download to our ftp site.

1. Please label all photos or diagrams you send with:
  - A. The article name (for our reference)
  - B. The figure number (referred to in the text), and a caption

**CORRECT**

**INCORRECT**

**Pagemaker, InDesign**  
For users of these applications should save as a hi-res., press-ready pdf.

## Ad materials:

Please send CD with Electronic Files. Provide color proofs. DO NOT SEND FILM! For information on placing ads on our FTP Site, contact Dave Ramos (see below).

Page Size	Non-Bleed	Bleed (Trim page size 8.375" x 11.875")
1 Page	7.675" w x 10.125" h	8.375" w x 10.875" h (add .25" all 4 sides)
2 Page Spread	Save as separate pages same as above minus .5" (.25" each page) for glued spine (for cross-overs)	
1/2 Page	7.675" w x 4.875" h	Not Available
1/2 Page Island	5" w x 7" h	Not Available
1/3 Page	2.4" w x 8.875" h	Not Available
1/4 Page	3.687" w x 4.875" h	Not Available

TRIM SIZE: 8.375" W x 10.875" H. LIVE MATTER: 7.675" x 10.125" H. Full page bleeds, add .25" all sides to Trim Size.

## Advertising Submissions:

- The best solution is to submit a High resolution "Press Ready PDF"
- Please Send CD with Electronic Files. Provide color proofs. DO NOT SEND FILM!
- All files should be Mac formatted. Please include all files, including fonts used in EPS embedded images (No True Type fonts, please).
- Do not "Style" fonts in the font palette (Clicking B or I for bold or italics), as fonts styled this way may not print. Color is to be CMYK.
- All images are to be in CMYK mode, saved as EPS or TIFF format. Convert all Pantone and RGB images to CMYK.
- Preferred software programs are Quark Express, Adobe Photoshop and Adobe Illustrator.
- Media we accept: Zip disks, CDs, DVDs, and digital submissions via ftp site. For upload information, contact Dave Ramos (below).

Dave Ramos, Designs by Dave,  
8339 Church Street, #115, Gilroy, CA 95020  
(408) 848-3900 FAX: (408) 847-3414 email: dbyd@garlic.com.  
Any questions regarding advertising materials - Call or email Dave

The full Media Kit including rates, specs, and writer's guidelines is also available on-line at [www.ConvergencePromotions.com](http://www.ConvergencePromotions.com)