StartingStrength.com

Article Submission Guidelines

I. Articles must be previously unpublished work.
II. Article topics should be preapproved : rip@startingstrength.com
III. The typical article that is accepted is *greater than* 2500 words. We're looking for more than a quick blog post for our featured articles.

Article Submission Format: The rule is that text must be kept separate from other elements since they are handled and modified in different ways before formatting and publication in web and pdf forms. This means that images, links, and tables must not be embedded into the text. Put a placeholder for these elements in your main text or word processing file. Details follow.

1. **Main body text:** Submit as a text or word processing file (doc/docx/txt/rtf/odt). Examples of unacceptable formats: pdf, pages.

   a. **Links:** do not embed links in the text. Simply give the url for the website or file inline.

   Correct example.

   This great site http://greatsite.org

   Incorrect example.

   This great site

   b. **Numbers:** numbers should use leading zeros where applicable.

   c. **Program numbers:** should use our style convention of general case use as **sets x reps** and specific examples or already performed examples use **weight x reps x sets.** If you tend to flip-flop between the two, write out sets and reps in long-form in all your text and examples and we'll simplify them to the convention before publication.

   d. **Punctuation**

   i. **Quote marks** - Use US quotation conventions – double quotes for the initial quotation, single quote marks for quotations within the quotation. Periods and commas are always inside quote marks whether they are in the quoted material (or scare quotes) or not.

   ii. **Apostrophes** should not be used to "space out" abbreviations or acronyms – not "PR's," but "PRs." Save them for contractions and possessives.

   iii. **Numbers**: numbers should use leading zeros (0.5, not .5).

   iv. **Abbreviations**: most abbreviations in text should omit the period (lb, kg, USA). Exceptions are Latin abbreviations such as et al., etc.

   e. **References/notes**: give as bracketed numbers after the place that draws the reference. All notes and references will be presented at the end of the document, in a separate section.

   Example of reference in text: Nice sentence [2].

   Links in references should be treated the same way as those in the main text – give the reference title followed by the link that corresponds to that title.

2. Images

a. **All images must belong to you** – your original work – or you must have documented permission from the copyright holder. Your ability to grab an image off a website does not constitute permission.

b. **Images must be submitted as separate files**. Place a note in the text to indicate where you prefer the image to be placed, but do not embed the image in your text file. Images should be sent as attachments.

c. **Image quality**: send the best quality possible. Resolution must be much higher for print than digital (300dpi/ppi vs 72 for images, 1200 for line art/drawings). Large (high numbers of pixels) and dense (dpi/ppi) images can easily be manipulated and matched to their medium and used at optimum sizes as the layout is finalized. It does not work the other direction, so make sure to send us the best you have. If you are creating a drawing, make sure to create at high resolution or use a vector format.

d. **Captions**: send the captions separately from the main text.

3. Tables :

a. Submit tables as separate files not embedded in the text body.

b. Excel, ods, csv are acceptable file types. DO NOT SUBMIT TABLES CONSTRUCTED IN WORD inside your main text.

c. Keep the table super simple – columns and rows – the formatting will be put in for web and print at the end of the process.

4. **Author Information**: Submit a short bio as a separate text file. If you've already been published, take a look at your bio and check to see if it needs to be updated. Submit an image or images to go along with your author entry. The spaced used for the image will be 600x400.

Pre-submission & Submission

1. Double check that your submission meets the criteria above.
2. Get feedback from friends and enemies on what you've written.
3. Proof the submission! Spellcheck + Grammar check. A hard-copy proof is highly recommended as well – most errors are more "visible" on the printed page. Reading the copy aloud is also a good strategy to uncover mistakes.
4. Submit your files along with your completed W9 page 1.

Editing & Posting

1. Accepted articles will be returned to the author for approval after editing.
2. Final articles will be posted to StartingStrength.com and promoted through the currently fashionable social media.

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