

Submission Guidelines

Submissions:

All content in LCN aims to educate landscape professionals with articles that are current, authoritative and relevant. We want features and items that give contractors knowledge they can use. Examples include a feature on a landscaping project with a how-to emphasis. Other items present details on treating trees, turf and plants for pest problems.

We are not looking for articles that focus on specific product—unless they're about a new class of products or a new trend in the industry. This type of material is promotional and resembles an advertisement. Running this kind of item would undermine our reputation as an unbiased presenter of information.

We have one hard-and-fast rule. Mentions of specific products and manufacturer names are limited to ONE in the body text, with ONE ADDITIONAL MENTION permitted in a photo caption.

Photos:

Nothing wastes more time than sending us photos and images that don't meet size requirements. A photo file that looks great on a web site is useless for a glossy print publication.

High resolution means an image of 350 dpi that measures at least 5 x 7 inches. To have a chance for a cover shot, images should be 350 dpi and at least 8 x 10 inches. If you take photos, use a good-quality digital camera with at least 5 mega pixels of resolution. Make sure the camera is set to the largest image-quality setting. Please send unaltered image files in either RAW or JPEG2000 formats if possible.

PLEASE DON'T send us jpeg files smaller than 3 MB. If you send pictures, please make sure they are glossy finish. Slides are also expectable.

A Final Note:

If you have questions, give us a call during regular West Coast business hours. Simple questions can be answered via email, but we can give you the big picture much quicker over the phone.

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