

## Factory Equipment News (FEN) Editorial Guidelines

-Product pieces must be 150-300 words with at least one high-resolution image of the product (no overt company logos).

-Product pieces are not acceptable in dot point format.

-Case studies and application stories can be 600-800 words with up to three high-resolution images of the product.

-Images must be 300 DPI in JPG, TIF, or EPS format only, and MUST be at least over 500 KB. Cover images need to be around or above 3 MB.

-It is always better to run a product piece with an image, so an appropriate image, with no logos, will go a long way to getting an article published.

-Send editorial directly to the editor.

- For more information on general style, punctuation and grammar rules, visit the Fairfax Style Guide: <http://heraldeducation.smh.com.au/userfiles/FairfaxStyleGuide.pdf>