

WINTER SPORTS USA Magazine Article Guidelines

Deadline

Final submission and payment deadline for the WINTER SPORTS USA magazine is March 31, 2017.

Editorial Review

The WINTER SPORTS USA magazine will be a full Korean-language magazine and CS Korea will provide English to Korean translation. The translation will be outsourced to a professional translation company to ensure the quality, but CS Korea will proofread your translated article to improve clarity and comprehensive understanding. CS Korea will choose images to be used in the magazine.

Article Topic Area

Recommended topic areas include winter sports tourism destinations, attractions, etc.; U.S. company sponsored winter sports athletes or sports teams; winter sports and Winter Olympics technologies; and other related topics.

Article Options

Each article on the WINTER SPORTS USA magazine will be either 2 pages or 4 pages long. Each article includes headline, body, images and captions. However, an opening article will be a four-page article.

Format

The articles should be submitted in Word Document (.doc) and the images in JPEG (.jpg). The article file name should be saved as "Article_[CompanyName](#).doc" format (e.g. Article_[Commercial Service Korea](#).doc). The image file name should be saved as "Article Image_[CompanyName](#)_number.jpg" format (e.g. Article_[Commercial Service Korea](#)_3.jpg). The article image description template file name should be saved as "Article Image_[CompanyName](#).doc" format (e.g. Article Image_[Commercial Service Korea](#).doc).

Two-Page Article Requirements

Word Count

An article should satisfy the word limit which is between 400 and 600 words. The word limit applies to only a body part of the article. Article headline and descriptions for images are not included.

Number of Images

Including 1 major image, 2 to 5 images in various sizes should be submitted.

Four-Page Article Requirements

Word Count

An article should satisfy the word limit which is between 700 and 1,200 words. The word limit applies to only a body part of the article. Article headline and descriptions for images are not included.

Number of Images

Including 1 major image, 4 to 8 images in various sizes should be submitted.

Images

Among the submitted images, CS Korea will review and select images to be used in the magazine, but images submitted will not be returned. Article providers need to indicate 1 major image that should not be excluded. For each image submitted, corresponding description should be filled in the template provided. Each description should be no longer than 25 words.

Image Specification

One Major Image

One major image should be submitted in a JPEG file (.jpg) with the minimum file size 10MB and the resolution of 300 or higher dpi. Also, the image size is required to be at least 20cm (7.87") in width.

General Images

All other images should be submitted in JPEG files (.jpg) with the resolution of 300 or higher dpi. They can be in various sizes.

Design Layout

Based on the size of images and length of articles, each article design layout will be decided. Final look of each article may look different.

Questions and Comments to the Editor

CS Korea will be happy to answer any questions you may have regarding the WINTER SPORTS USA magazine. Please contact Tyler Hacking at Tyler.Hacking@trade.gov or Jinjoo Lee at Jinjoo.Lee@trade.gov.

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