

## TOWER AND TOWN: GUIDELINES FOR EDITORS

1. **Theme editor:** Responsible for assembling and editing the theme articles and pictures (including the editorial) and submitting to the compiler. Two dates need to be born in mind:
  - a Three months before compiling date - Commission articles on the theme.
  - b Second Tuesday of compiling month - Email the compiler with all copy including the cover picture and theme title.
  
2. **Articles:** 8 or 9 pages are available for articles. As a general rule, no article should exceed 400 words (or 350 words plus an image) as this fits on a page; the editor is responsible for shortening articles, if necessary. Longer articles can be included but their number should be limited and the combined length should not exceed the 8 or 9 pages available. They should be in Word or Rich Text format if possible and can be any font or size as these will be adjusted by the compiler. However, they can be submitted on A5 pages, Garamond 11 with 1cm margins which will give a better idea of the layout.
  
3. **Theme Editorial:** The purpose of the editorial is to introduce the content and theme. Editors may prefer to compose it after the contributions have come in. They may contribute a separate article if desired.
  
4. **Cover Artwork:** The theme editor is responsible for selecting the cover picture which should preferably be square and saved at 600 dpi. The compiler may help if this is a problem for the editor.
  
5. **Internal photos:**
  - a. These should be clear with good contrast and high resolution, and sent to the compiler. If possible they should be submitted as .png files. They will normally be printed in monochrome but there are some colour pages available (up to 3 depending upon the number of adverts). A list of colour pages accompanies these notes.
  - b. Photos from the Internet should not be used. All photos must be credited to their owner.
  
6. **Non-Themed Pages:** These are the responsibility of the compiler, with input from the chairman if appropriate. If the theme editor contributes an 'off theme' article it will usually be included here. There is a degree of flexibility where regular features (list below) are placed. Reminders are sent directly to these columnists on the 1st of each month. Articles/items are sent direct to the compiler.
  - a. News and reference - What's On, Family News, From the Registers, Usual Sunday Service Times, News from the Churches, Church Contacts and Tower and Town Staff.
  - b. Correspondents' columns - Gardening, Arts Review, A Good Read, Nature Notes and Clergy Letter.
  
7. **Copy editor:** A more experienced editor may wish to have responsibility for the presentation of the whole magazine, in partnership with the compiler. If s/he wishes to read/edit articles from regular contributors (listed 6a and b) s/he should let the compiler know in good time so that the compiler can forward the relevant articles. An edited version should be returned to the compiler clearly labelled V2 (version 2).

**8. Miscellaneous.**

- a. Theme and copy editors are welcome to take copies of T&T from the rack in St Mary's Church, to give to a contributor or encourage someone to become a subscriber. They can also be obtained from the Chairman.
- b. Bound volumes of T&T, going back for 50 years, are held in the Merchant's House Library.

**9. Management**

- The co-ordinating and policy-making committee, which normally meets twice a year, consists of the principal officers of T&T and the compilers. Theme editors are welcome to attend if they wish. The magazine seeks to be representative of all the churches of Marlborough Churches Together and of the local community.
- The Chairman of T&T is available to help and advise theme editors at any stage, and particularly when difficult decisions have to be made (eg whether to publish a letter or article).

Sarah Bumphrey, Chairman, T&T  
May 2024

Page	C/BW	Contents (adverts as of May 2024)
FC	C	Front Cover – square photo
IFC	C	Advert: full page
1		
2		
3		
4		
5	C	Adverts: 2x1/2
6	C	
7		
8		
9		
10		
11	C	Advert: full page
12	C	
13		
14		What's On
15		What's On
16		
17	C	Adverts: 4x1/4
18	C	
19		Church Contacts
20		
21		
22		
23	C	Adverts: 1x1/2, 4x1/12
24	C	Adverts: 1x1/2, 2x1/4
25		
26		
27		
28		Tower and Town staff
IBC	C	Advert: full page
BC	C	Advert: full page