

Antique DOLL Collector

Writers Guidelines

Antique DOLL Collector is the complete guide to antique, vintage, and collectible dolls. Its mission is to educate, inform, and entertain doll collectors. We are an important resource for doll history and research, including discussions of value and provenance. We publish collectors' stories and cover major auctions worldwide. Our content also includes auction and dealer news, an event calendar, articles on doll care, doll patterns, doll accessories, and identification techniques.

Get to know us: We strongly urge you to pick up a copy of our magazine and familiarize yourself with our subject matter and style before you send an article query or submit a manuscript. The magazine is available at most major newsstands. To subscribe, call 631-261-4100 or go to www.antiquedollcollector.com

Query us: Write and tell us what you would like to do for *Antique Doll Collector*. Tell us about the article you have in mind and the photography that would go with it. It helps to tell us a bit about your own doll writing credentials, too. You can reach us via email at antiquedoll@gmail.com

Readers you are writing for...

Our readers: 86 percent are female; 76 percent are aged 40 and older. They are the cream of the doll community, doll lovers, collectors, dealers, and auction houses. They often belong to doll clubs and take doll-focused trips.

As the writer, you assume the voice of a well-informed, well-connected doll aficionado whose knowledge the reader can trust.

Writing Your article:

Remember to include suggested title, subtitle and by-line, research notes, and attributions as footnotes.

Also, ensure we have your email address AND mailing address.

Research: Do not represent yourself as an agent of *Antique DOLL Collector* magazine without the editor's approval. If, once you have approval, you speak with manufacturers, retailers, etc., state that you are researching an article for *Antique DOLL Collector* so they do not confuse you with salespeople who might be calling them. If you are particularly impressed by anyone or anything encountered in your research, include names and examples.

Do tread lightly and carefully in the area of advertiser sensitivity: If in doubt, contact the *Antique DOLL Collector* editor.

Sources: To credit important sources, including any industry people who assist you, add a note stating, "The editors thank xxxxx, of yyyyy company, in city, state, for their assistance with this article." You don't need to say what they contributed to—just give them public acknowledgment, as it's our professional courtesy policy.

Expert bios: If you use an expert source throughout your story, please provide their credentials.

Photography Requirements

Our graphic standards are quite high.

We do not accept photographs without an accompanying manuscript.

We prefer high-resolution digital photography.

- Each photo must be 300 dpi when sized at least 5 inches by 7 inches (at least 2,100 by 1,500 pixels). Generally, this is at least one megabyte (1,000 kilobytes).
- Photos digital only
- Photos at least 2,100 x 1,500 pixels
- Do not send original photos or illustrations; we cannot guarantee their return.
- Photos taken from online sites not owned by the submitter must be accompanied by permission to use from the owner and must conform to the standards already listed above.

REQUIRED IMAGE SIZE WILL VARY BY USE OF THE IMAGE. Submit photography by email. If the files are too large to send by email, we suggest using www.wetransfer.com. Please include caption information as well as photo sequence.

If you send photos from the internet, please say where they came from and if they are open source. Internet photos will still need to meet the requirements listed above.

File Formatting: We require text in a word document, preferably as it translates best for our graphic design department. **Please do not send PDF files or files with embedded references.**

- Captions should be in a separate file OR a clearly designated separation from the text if in the same file.

Materials: No hard copies of manuscripts will be considered. Only digital files (sent on a thumb drive or via e-mail) will be accepted. We require the article in a text file and captions in a separate text file. DO NOT embed photos in the text. **Embedded photos will not meet the quality standards listed above.**

- Article text file
- Caption text file
- Single return after paragraphs in text and captions. No indent.
- 500-1,000 words in the text

Email files to antiquedoll@gmail.com (or use www.wetransfer.com) or mail the thumb drive with the manuscript in Word (.docx, .doc or .txt files accepted) and associated photos, to Antique Doll Collector, 4800 Hampden Lane, Suite 200, Bethesda, MD 20814

Note: Please allow one month for us to respond to your submission. Please target your ideas to our audience as best possible.

Length: Our readers tell us they are more likely to read short, concise articles. We recommend a length of approximately 500-1,000 words, typed, single-spaced (excluding reference list). Longer submissions will be returned with a request to edit down to our suggested word count or a request to split into two stand-alone articles.

Style: we use the *Chicago Manual of Style* and an in-house style guide and edit at our discretion for grammar, flow, and readability.

Stylesheet

Style: we use the *Chicago Manual of Style* and an in-house style guide, and edit at our discretion for grammar, flow, and readability.

- **Spelling**

- Dollhouse as one word. Doll's house and dolls' house will be altered to dollhouse.
- If the text has words that are appropriate for British English but not American English, they should be corrected to American English (ex. mould: mold, colour: color)
- Patterns and doll sizes are in inches; metric is optional.
- Sales results are in US Dollars. Euros/Pounds is optional.
- Bébé with acute accents on the "e"
- See **Hyphenation** below for examples of hyphenation.
- François with a cedilla.

- **Italics, proper usage**

- Titles of books, magazines, journals, newspapers, plays, film, artworks, long poems, pamphlets, television shows, and other short works published separately and musical works.
- Words or phrases you use as words rather than for the meaning they convey.
- Foreign words or phrases not already in common usage in the English language.
- Occasional use only: The kind of emphasis that a person would make while speaking.

- **Measurements**

- Write out inches, feet, etc. Do not abbreviate or use the corresponding symbols ("or ').
- Hyphenate in such cases as the 5-inch dolls, etc.

- **Numbers**

- Write out numbers less than 100, unless they are part of a measurement, as in the example above under measurements.
- Write out ordinals under 100 (for example, nineteenth century instead of 19th century).

- For ordinals over 100, do not superscript the letters (for example, the 150th anniversary of the ship's crossing).

Note: Some versions of Word superscript the letters automatically, so you may have to highlight the letters and deselect the superscript.

● Hyphenation

- A hyphen is used to create compound words. The two words joined by the hyphen often act as an adjective that describes a noun in the sentence. However, you don't need a hyphen to join the word *very* or an adverb ending in *-ly* to another word (*very pretty flowers, oddly dressed man*). When an age or a period of time is used as an adjective before a noun, use two hyphens (*my two-year-old son*), but leave the hyphens out if the noun comes first (*he is two years old*). Cardinal and ordinal numbers may be part of a compound word (*one-time pass, first-year student*).
- Examples of compound hyphens and non-hyphenated words.
 - artistically-painted doll
 - flesh-colored body
 - beautiful-looking flowers
 - Editor-in-chief
 - Factory-made
 - Notebook
 - Bookstore
 - Shoulder head
 - Milestones

● Punctuation

- No apostrophe when an "s" is added to a year, i.e., 1920s not 1920's
- Complete commas in a series (doll, doll, doll, and doll)
- Use only one space after periods and colons.
- Periods and commas are always placed inside quotation marks, whether or not they are part of the quoted material.

- Exclamation points. It is suggested that authors use exclamation points judiciously. To quote CMOS, "An exclamation point (which should be used sparingly to be effective) marks an outcry or **an emphatic or ironic comment.**"
- Quotation Marks
 - Titles of essays, book chapters or sections, short poems, short stories, songs, articles in periodicals, radio or television program episodes, and all unpublished works.
 - To indicate that you are using a word or phrase in a particular way.
 - Around words that define a preceding term (ex., Her nickname was petit chat "little cat.").
- **States**
 - Write out state names, for example, California. Do not use the zip code abbreviations.
- **Titles (with names)**
 - Courtesy
 - Do not use courtesy titles such as Mr., Miss., Mrs., or Ms. before an individual's name. After using a person's full name, all subsequent references to that person can be in the first or last name, but try to avoid bouncing back and forth or repeating the person's full name. An exception would be if two individuals in the article have the same surname, and you need to distinguish between the two.
 - Job or position
 - Do not capitalize a person's job title or position unless it is part of the name, for example, Vice President Harris, but Kamala Harris, vice president of the United States.
 - Do not confuse with appositives—a descriptive phrase equivalent to the title. Appositives are lowercase and are used with a modifier or "the." Former presidents Clinton and Bush; the empress Eugenie (but Empress Eugenie of France).
- **Editorial Design Criteria**

- The body text is 10 pt Palatino on 13 to 14 pt leading.
- Photo caption text is 8.5 pt Arial Regular with 10.2 pt leading.
- Text color is C: 0 M: 0 Y: 0 K: 100 unless necessitated by design
- Make all photographs 300 dpi, CMYK, and save as tiff.
- All black and white images should be grayscale, 300 dpi, and tiff, except for sepia-toned images.
- Read the article to get a feel for the design sense. Then, delete file names and designer instructions.
- If captions or photos appear missing, let Gay know right away.
- Sometimes there are multiple pictures of the same doll to choose from; pick the best, unless otherwise noted.
- Use any font you like for the titles and bylines. If a byline is missing, let us know, it could be a mistake.
- Byline begins with "by" in front of the writer's name.
- The editorial background is the designer's choice.
- Unless other arrangements have been made, send Louann packaged, approved files by the 12th of the month.
- Most articles will end on a full page. Recently it was decided that all the ads are in the front part of the magazine, then all the articles, ending with classified and calendar.
 - An exception would be made for odd-page articles if needed.
- Articles do not have end marks at this time.
- Send Louann a tiff image for the Table of Contents after discussion with Gay.

- **Advertising Design Criteria**

- Make all photographs 300 dpi, CMYK, and save as tiff.
- All black and white images should be grayscale, 300 dpi, and tiff, except for sepia-toned images.
- Be certain pertinent information is included: contact info, show dates, and locations (if applicable). Delete file names and designer instructions.
- If captions or photos appear missing, please let us know right away.
- Use the advertiser's last ad as a template. If you don't have this, contact Louann.

- Unless other arrangements have been made, send Louann packaged, approved files by the 12th of the month.

- **Ad sizes (display, not Classified or Emporium ads)**

Full Page	Trim Size: 8.375" x 10.875" Add 0.125" on all sides for bleed
2 Page Spread	See Full Page size
Inside Front Cover	See Full Page size
Inside Back Cover	See Full Page size
Back Cover	See Full Page size
Page One	See Full Page size
2/3 Page	Vertical: 4-7/8 (4.875) x 10"
1/2 Page	Vertical: 3-5/8 (3.625) x 10" Horizontal: 7-1/2 (7.5) x 4-7/8 (4.875)"
1/3 Page	Vertical: 2-3/8 (2.375) x 10" Horizontal: 4-7/8 (4.875) x 4-7/8 (4.875)"
1/4 Page	3-5/8 (3.625) x 4-7/8 (4.875)"
1/6 Page	2-3/8 (2.375) x 4-7/8 (4.875)"

- If camera-ready art is submitted, it should be 300 dpi.

- **Classified Ad/Events Criteria**

- Classified ads are one size (1/9 page)
 - 2.375" x 3.375"
 - Ad can be black and white or color, no spot colors
- Events in the Calendar of Events
 - Events wrap through the Classified pages as they have room.
 - Event Headers: Palatino Bold 12 pt, 12 pt leading, upper case, underline
 - Standard event text: Palatino Regular 9 pt, 11 pt leading, 80-90% text width (as fits)
 - All black text is C: 0 M: 0 Y: 0 K: 100
 - Space after paragraph: .02 in to .1 in as fits

- No hyphenation
- Telephone numbers, website addresses, and email addresses should not wrap.
- Date and place: Palatino Bold 9 pt, 11 pt leading. 90% text width.
- Auction event color: C: 100 M: 90 Y: 10 K: 0, no change in font info.

- **Criteria for all pages.**

- Advertisements that are full page with bleed do not have page numbers.
- Advertisements without bleeds and article pages have page numbers.
- Update the master pages with the current issue month and year.
- Page size is 8.375" x 10.875" with .375" text margins on all sides and .125" bleeds on all sides.
- Articles or departments that continue on non-facing pages must have a continued text at the bottom right of the first page and the top left of the second page.
 - Continued on page 10: 10 pt Palatino Italic
 - Continued from page 8: 10 pt Palatino Italic
 - Exception: Department continuation can be added to the bar text at the top as 12 pt Arial Italic type in parenthesis
 - Example: Auction News (continued on page 10)
- Departments include:
 - Letters
 - Book Review
 - Editor's Notes
 - Auction News and Calendar
 - The Quest or another short guest article
 - Museum News
- Department sections are denoted by a 1" red bar (C:10 M: 100 Y:100 K:2) with bleed on top, left, and right if using the full page or across the page spread. In this case, the white 24/28.8 pt Arial Bold with 60 tracking title is started at .625" from the left and .375" from the top of the page. Byline text (if needed) is 12 pt Arial Italic after the title.
- Departments using less than a full page can use an abbreviated red bar of .625" high and within the .375" margins. The title text is vertically centered in the bar and .125" from

the left edge of the red bar. The text can be boxed with a 1 pt line in the red bar color, depending on design needs.

- Letters format: follow body text requirements except for the greeting (flush left) and signature (flush right, italics)
- Editorial reply to letters: body text plus italics

Doll Spelling Reference

Alabama Indestructible Doll

Août

Armand Marseille

My Dream Baby

Bahr & Proschild

Ball-Jointed Doll (BJD)

Belton

Bergmann

Boudoir doll

Bye-Lo Baby

Dressel & Kister

Été

French fashion doll

French bébé

Bru

Jumeau

SFBJ 301

Bébé tout en bois (Baby of all wood)

Gebrüder Heubach

Ginny

Googly

Götz Puppenmanufaktur International (also see Sasha)

Götz Puppenfabrik

Goetz

Margarethe Steiff GmbH

Marianne and Franz Götz

Unser Sandmännchen

Grödnertal

Dutch Peg Woodens

German Tuck Comb

Grödner Gliederpuppen

Handwerck

Heinrich Handwerck

Hertel & Schwab

Hertwig

Heubach

Ernst Heubach

Izannah Walker

Jouer

Kämmer & Reinhardt

Käthe Kruse

Kathy Peterson

Kestner

Johann Daniel Kestner Jr. (JDK)

Hilda

Kewpie

Kley & Hahn

Kokeshi

Lenci

Elena (Lenchen/Lenci) König

Liddle Kiddles

Limbach

Maitre

Mignonette

Mattel™ Barbie Doll

Papier mâché

Parian

Pelisse

Poupée

Printemps

Rabery & Delphieu

Sasha (also see Götz Puppenmanufaktur International)

Götz Puppenmanufaktur International

Götz-Puppenfabrik

Heimatwerk

Marshall Field & Co.

Sasha Morgenthaler

Trendon Ltd.

Schmitt

Schoenhut

Shoulder head

Simon & Halbig

Sonnenberg

Steiner

Jules Nicholas Steiner

Terri Lee