

TEN & TWO IS A UNIQUE MAGAZINE. The articles will have the foundation of a fly-fishing story, but we also want the copy and the photographs to show off the journey on a number of other levels. By that, we mean the articles will not be simply another group of predictable fly-fishing stories. We want to feel the experience and we want to hear about and see peripheral issues, such as food, wine, art, history, ecology and culture. We want to feel your experience through your unique professional approach. If you've got a crank-it-out garden variety fly-fishing story like we've all read too much of before, tell it to someone else. We are not interested.

Photographs: They need to be as realistic and dramatic as possible. The vision needs to be clear and there must be a connection between the image and the audience. Queries for photographs can be done by email or CD or Web gallery. All of these photos should be 72 DPI, no more than 1,000 pixels in the long dimension, saved as JPG files.

Photographs for publication must be a minimum of 150 DPI but it is preferred that they be 300 DPI. Maximum dimensions must be 11-by-17, but can be smaller. All photos submitted to TEN & TWO for publication must be saved either as TIF files or in the lowest possible JPG compression. In other words, submit the highest quality JPG. These images can be submitted by CD or uploaded to the TEN & TWO FTP site using a password provided by TEN & TWO. *** On finished art: File names MUST include your name. "Example—JoeSmith001.tif"

You are giving TEN & TWO the option of retouching your images if we feel they need to be adjusted for an online publication, or possibly combined with another image to produce a composite.

Copy: This is different from the normal fly-fishing story. We can use layering and what used to be a 2,000-word article can be expanded. This changes the concept of sidebar stories, and frankly, it makes the job of the writer more fun and at the same time much more complex. Now you have the option of exploring these sidebar stories and looking more closely at the whole experience. It doesn't mean we won't have one-page stories, but it does mean we are not limited in what we can consider. It is not a license to talk as much as you want. It is license to tell a more involved story well. When it's appropriate, you must give us links to other Web sites or researched information. Do not send us simply a go here, hire these people, use these flies and fish will jump in your waders story; send that story somewhere else.

Please submit all copy as Word documents. Queries should be no more than 750 words, and if possible, accompanied by low-resolution sample photos or artwork if you have it. Finished stories can be up to 3,500 words and with permission from TEN & TWO they can be larger. Talk to us first.

Video: For the moment, this is less clear. The site is set up for video but we're not currently ready to take it. We do know that currently we can't accept files over 25 MB and the format types are SWF or FLV. We don't want to simply accept stuff and throw it up there like a lot of online publications are doing right now. We may wait a couple of issues before we start working with video in a big way. We want to do it right and right now, we're still learning ourselves.

We're interested in your thoughts about what we're doing with your art. It will be your material on the screen. We want you to be happy with what we've done. Please talk to us and let us know how we're doing.

WALTER HODGES
Creative Director, TEN & TWO Magazine
walter@tenandtwomagazine.com