

PUBLISHING MACTECH

by the MacTech Magazine Editorial Staff

MacTech's Writers' Kit

How does one go about writing for the magazine?

The editors of MacTech Magazine prepared this kit for potential MacTech Magazine authors. Presently, our editorial staff is Neil Ticktin, Editor-in-Chief/Publisher; Scott T Boyd, Editor; and Ken Gladstone, Technical Editor. Our Art Director, Judith Chaplin, directs the layout and production of the magazine.

Please direct all of your editorial interaction to Scott, our Editor. Scott will get things to the right person. Neil serves primarily as publisher, and Ken monitors our online services, prepares source code disks, and helps out at final proof time.

WELCOME

Thank you for your interest in writing for *MacTech Magazine*, the magazine for Macintosh programmers and developers. We, the editors, welcome you to an elite group of computer programmers and users. Why elite? Because you work on a Macintosh, and you want to share your knowledge with other Macintosh developers. *MacTech Magazine's* mission is to bring Macintosh development related information to the developer community. We have been doing this since 1984, and are the second oldest Macintosh publication. Today, we have almost 30,000 readers in 50+ countries and are growing fast. We hope you will become a part of this fine tradition.

In the next several pages, you will find information about writing for the magazine. We hope this information will answer your questions. Should you have additional ones, feel free to ask. Our favorite method of communication is e-mail. Below you will find a number of e-mail addresses. Please send your editorial related questions to the address which looks like the best fit for your question(s).

Good luck! We look forward to seeing your article.

THE PROCESS

Your first question is probably "how does this all work?". Outside writers write most of the material for *MacTech Magazine*. We write a few columns in-house every month (e.g., The Editor's Page, NewsBits, Tips and Tidbits, etc...), but even these are many times based on outside information. Occasionally, we will also write special articles like "From the Field" reports, and some product reviews. Generally, writers come to us with ideas and we work with them to create solid, appropriate articles for the magazine. In certain cases, we know that we need something specific covered, and we approach people to write an article on that subject.

When your article is submitted, it will go through a categorization and review process. We depend heavily on electronic mail for communication with authors. As a result, upon receipt of an article, you will be sent a "receipt" e-mail confirming that we received your article. Once the article has gone through the review process, you will receive another e-mail stating one of three things - your article has been declined, your article has been accepted but needs changes before publication, or your article has been accepted and only minor editorial changes will be made.

The review process includes reading the article, running the code associated with the article and general editing. Editing may include changing parts of your article so that it conforms to the standards of the magazine including writing style and size. Editing can range anywhere from minor to major and we reserve the right to make any changes we see fit to do. Once your article has been accepted, it will await tentative scheduling. Once we schedule an article, we move it into Quark XPress and prepared it

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as part of the magazine. Once we've prepared the files electronically, we output to film, make proofs, review the proofs, make printing plates, print the magazine, bind it and then finally, drop the finished magazine into the mail directly to subscribers, dealers and distributors. When the magazine is printed and we receive our quantity shipment from the printer, we will send you a complimentary copy of the issue containing your article as well as payment for your contribution.

Now that we've said all of that, we'd like to go into more detail on submitting an article - corresponding with us, article formats, the process, legalities, payment, etc... This document has been written in the format of an article so that you can better understand our style. Use the style sheet of this document when writing an article for us. Please realize that the styles here are significantly different from those actually used in the magazine. They are, however, specifically designed for ease of porting to Quark XPress, readability and to help prevent mistakes. As a result, please do not change the style sheets in this template in any way, shape or form.

The following guidelines should be strictly followed. If you need a different format, think about it, and then think again. MacTech Magazine subscribers are accustomed to a standard style, do not try to break MacTech Magazine's "user-interface guidelines". If for some reason you cannot comply with the guidelines, please let us know. The editorial department will then attempt to edit your article so that it conforms as much as possible to the standard style.

COMMUNICATING WITH US

The first thing that you should do when you write an article is communicate with us. If you are going to embark on the road of writing an article, we want to do everything possible to increase your chances of acceptance. Since we primarily communicate via electronic mail, you should send us an e-mail outlining your concept. We'll give you feedback at this point so that you don't spend a lot of time chasing goals that won't work well for us.

Once you've created the article, it is time to submit it. Unlike other publications, we do not want to go through several iterations of your article. As a result, we are not really interested in "drafts" as such - you should take your article to the point that you consider it final and then submit it. We may ask you to make changes or include more, but your first submission should be fairly polished.

In the event that you really want feedback in an interim stage, we are happy to try to accommodate you. It is very important that you let us know if you are still working on an article and/or code. If you are, we will review the article/code and offer suggestions instead of preparing it for publication. This will insure that we do not waste time in editing an interim draft. You will also need to keep us up to date on changes in your article and/or code. Please submit the updates with a cover note stating the date of the update, what article is being updated, and what changes are to be made. We do not have the resources to fine-tune your article or code. It is your responsibility to keep us current.

There are several ways to contact us, with E-mail being, by far, the preferred method. For mailing and shipping, you can reach us at:

MacTech Magazine
P. O. Box 250055
Shipping Only: 1617 Pontius Ave., 2nd Floor
Los Angeles, CA 90025-9555

Our phone numbers are:

Phone: 310-575-4343
Fax: 310-575-0925

If you need to call us, you can reach us via the main office. Please realize that much of our staff works off-site most of the time. As a result, you may be redirected to another phone number when you call the main number. Similarly, if your USPS mail is sent to our main office, it may be redirected to another location. But, if you are communicating via e-mail, your message will be routed automatically and immediately. Below are our e-mail addresses (in order of preference) for all the services which we

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support with each department listed (editorial is probably what you want). You are welcome and encouraged to compress files with AppleLink, StuffIt or Compactor. If you use another method of compression, please make it a self-extracting archive.

Internet:

- Editorial:* editorial@xplain.com
- Press Releases:* pressreleases@xplain.com
- Orders, Circulation and Customer Service:* custservice@xplain.com
- Ad Sales:* adsales@xplain.com
- Programmers Challenge:* progchallenge@xplain.com
- Accounting:* accounting@xplain.com
- Marketing:* marketing@xplain.com
- General:* info@xplain.com

For more info, anonymous ftp to ftp.netcom.com and cd to /pub/xplain.

CompuServe:

- Editorial:* 71333,1065
- Orders, Circulation and Customer Service:* 71333,1063
- Ad Sales:* 71552,172
- Programmers Challenge:* 71552,174
- General:* 71333,1064

For our CompuServe vendor folder, type "GO MACTECHMAG"

AppleLink:

- Editorial:* MT.EDITORIAL
- Orders, Circulation and Customer Service:* MTCUSTSVC
- Ad Sales:* MT.ADSALES
- Programmers Challenge:* MT.PROGCHAL
- General:* MACTECHMAG

For our AppleLink vendor folder, see Third Parties: Third Parties (H-O)

America Online:

- Editorial:* MT EDITORS
- Orders, Circulation and Customer Service:* MT CUSTSVC
- Programmers Challenge:* MT PRGCHAL
- Ad Sales:* MT ADSALES
- General:* MACTECHMAG

For our America Online vendor folder, use keyword: "MACTECHMAG"

GEnie:

- All departments:* MACTECHMAG
- * Please note that no files can be sent via GEnie, only text messages.

PREFERRED FORMATS FOR ARTICLES

Our preferred format for published files is in Microsoft Word. If you must, you may submit articles in WriteNow, MacWrite, MacWrite II, or Word 5.0. Since we are asking you to use styles from our style sheets, we would really prefer that you do *not* submit text files. If you cannot convert your article

to one of these formats directly, contact the editorial staff for more information. All articles accepted for publication are converted to Quark XPress for final layout.

The easiest way to submit an article is by using the article template defined in this writer's kit. In this document, we've set up style sheets for you to use. This will give your article a look similar to what we do in the magazine. More importantly, it will help us in the final layout of your article. If you are not familiar with style sheets in Microsoft Word, please review that portion of your Word manuals. You need to use our style sheets, not styles that look like our style sheets.

There are many differences between the template and the final form though. For example, due to limitations of word processors and compressed type, we use the full column in the template, yet a two or three column format in the magazine. Also, to make sure that you have the fonts, we've used standard fonts in the template (like Times, Helvetica and Courier), but use Garamond, Prestige Elite, Frutiger and others in the actual magazine layout. Please stick to the template fonts – they're there for a reason. In any event, please realize that any changes made to the included style sheet will not be kept since the styles are replaced when the article moves to XPress.

Do *not* include headers or footers in the article. Footnotes can be placed at the end of the article in a separate section like that of a bibliography. Footnotes should be part of the body text or at the end of the article. They should not be part of the footers since headers and footers are deleted when the article is moved to Quark XPress.

TITLES AND SUCH

You know your article better than anyone. We'd like to get some suggestions from you as to the section name (e.g., "C Workshop"), the by line (e.g., "by Clark Kent, Smallville, NY"), the icon (e.g., ), the article title (e.g., "Fixed point math for speed freaks") and the article subhead (e.g., "Fast fixed math and derived graphics utility routines."). You should change the following examples and include them at the very top of your article when submitted.

C WORKSHOP



by Clark Kent, Smallville, NY

Fixed point math for speed freaks

Fast fixed math and derived graphics utility routines.

Figure 1. A Sample Article Title Section

Another example of this is at the very top of this writer's kit. Better yet, look at back issues of MacTech Magazine for even more examples.

PROVIDING US INFO FOR "ABOUT THIS AUTHOR"

Unless you are one of our "Regular Contributors" listed in the front of the magazine, the beginning of your article should include a short biography. Feel free to use humor here as within anywhere in your article. It should be written in third person ("he", not "I"). Before this paragraph, use the line "About this author...". For example...

About this author...

Joe Author works for XYZ Corporation as the Chief Cook and Bottle Washer. His responsibilities include writing pleasant prose for world renowned publications.

Figure 2. A Sample "About this author..." Section

If you'd like to invite readers to write to you directly (i.e., via e-mail), this would be the place to include that information. We do encourage you to do this, but it is completely up to you. Also, if you do get a reader sending you a message, we'd love to see your reply – please cc us on the message.

THE BODY OF THE ARTICLE

Articles should have a structure that makes sense. Typically, that would mean an introduction, body and a conclusion. You should start with a short introduction stating your intentions and directions with the article. The body of the article should get to the topic at hand. If you dance around your topic too long, you'll lose your reader. The end of the article should have a conclusion to wrap up the article.

Remember to have fun with your article and let that have come through in the article. An article that is "lighter" in its style is easier and more pleasant for the reader to get through.

The readership of *MacTech Magazine* is diverse – from beginners to experts. You should try to cater to as many people as you can without hurting your article. Some people do this in a layered approach, explaining different levels as they go. We've found that the best way to do this is to do your introduction and then have a background section to bring beginners up to speed and to reach a common frame of reference. At the beginning of this background section, you might want to say to the more experienced readers something like: "If you are already experienced with XYZ development, you should skip to the next section – we're going to cover a bit of background here."

ILLUSTRATIONS, FIGURES, AND TABLES

Please send us your illustrations in the TIFF file format. Alternatively, if you must, you can submit it in PICT, PICT2, or EPS formats. Please do not include bitmapped diagrams *unless they are screen shots*. Each picture or illustration should be in a separate file in addition to being placed in the Word document. This will allow some flexibility while preparing your article. (It also keeps the picture in its native format which is critical for high end publishing). Please keep the illustrations in their original size in these files – we'll scale them to fit the space available in the Quark layout. If your figure contains text, please try to keep the text font as Times, Helvetica, Courier, or Zapf Dingbats so it will look correct when printed. If you cannot

use these fonts and the picture is not a screen shot, please contact the editorial department for further instructions.

Do *not* place the illustration title with the illustration; instead, place it in the article text where you wish the illustration to appear. For example in the figure below, "Figure 3. A Sample Screen Shot" should not be grouped with the figure, but placed in the article. You might ask "why?" Primarily, two reasons. Sometimes we have to renumber figures due to layout constraints. Also, if we resize the picture, the title will not be affected by the re-sizing of the illustration. Remember, we frequently reduce pictures to fit within a column. Most pictures are reduced without any problems, but some complex pictures are not. Please bring large and/or complex pictures to the attention of the editorial staff in the cover letter.

Below is an example of a figure. It has been scaled to 75% proportionally. You can scale proportionally in Microsoft Word by clicking on the picture once, then hold down the shift key while dragging one of the picture handles.

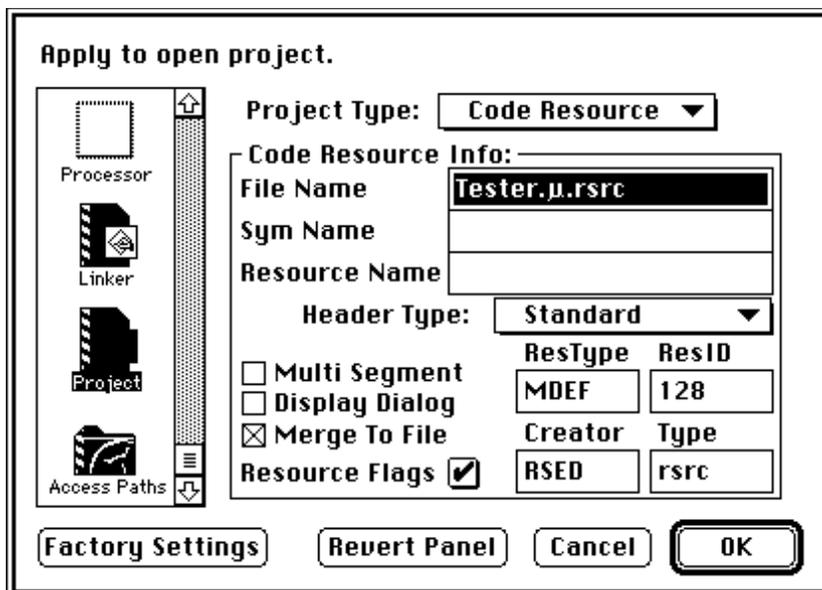


Figure 3. A Sample Screen Shot

To keep down production costs, we do not print 4 color throughout the publication. We use a number of tricks to keep the appearance of color through the magazine. We frequently print gray scale pictures and many times print 4 color pictures as well. If you have an absolute need for color, let us know and tell us why.

CODE LISTINGS

What would a MacTech Magazine article be like without code? While it is true that we publish articles without code, we're still a magazine for programmers and we like to publish code articles whenever possible. When you use the templates included in this document, your code will be in Courier and you should format your code in the same way as is shown in this document. Many writers try to format their code so that it fits in two columns like the magazine layout. Instead, we'd prefer that you use the formats defined in the template and keep your source to about 60 characters wide. Please use tabs instead of spaces when indenting the beginning of a line or lining up comments. Obviously, use spaces between words. When you talk about the sources for the article or list them out, the order of the listing should be in the same order in which they are compiled, i.e., header or unit files, then source files, and finally resource files. This is what a sample routine should look like:

Listing 1: Install.c

InstallDesktop

Create a new port the size of the current desktop, and initialize its drawing environment for

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drawing and erasing xor'ed zoomrects. Each successful call to InstallDesktop() must be matched by a call to RestoreDesktop() and unlike the above, they cannot be nested. This routine should deliver TRUE if all goes well, FALSE if memory or other problem.

```
int InstallDesktop()
{
    int installed = TRUE;

    PushPort(NIL);
    OpenPort(&deskPort); // Sets the current port to deskPort
```

```
CopyRgn (LMGetGrayRgn(), deskPort.visRgn);
if (MemError())
    return (FALSE);
deskPort.portRect = (*LMGetGrayRgn())->rgnBBox;

// Set up gray, xor'ed rect framing
PenPat (&qd.gray);
PenMode (patXor);

// And save original clipping region
deskClip = NewRgn();
if (deskClip)
    GetClip (deskClip);
else
    installed = FALSE;

return (installed);
}
```

Note that there are three styles here – one for the function name (InstallDesktop), one for the comments (both as the routine header block and as standalone lines within the code), and one for the code itself. We've created the article templates to use a common source code font – Courier. The magazine uses a font called Prestige Elite – one of the few readable, printable, PostScript, monospaced fonts available. If you use our defined styles, your code will take on this font automatically. If you find that your lines wrap because our style limits the line length – *don't change the style or the formatting*. We know that the line length is short – it was intended to be this way. Why? Because code does not wrap anywhere near as nicely as English. The line length set through the style here will allow us to easily preserve the wrapping that you'd like your code to have. Remember, although you have one column here, the magazine is in two or three column format. That's why these lines seem short!

If you are listing substantial portions of a file, you'll probably want to indicate the filename. To do this, use a line like "Listing 1: Install.c" above and apply the same style. You should only have one of these "headers" per file.

Tips On Code Listings

- Include short comments at the beginning of each file stating the major routines in the order they are declared.
- Include a short description of the function of each routine where it is declared (where the code is actually written for the routine).
- Use tabs instead of spaces for indentation of lines. Use spaces everywhere else (i.e., between words).
- Keep comments that appear at the end of a line of code short to prevent line wrapping.

ARTICLE LENGTH

We're often asked "How long should my article be?" Our usual answer is "As long as is needed to cover the topic at hand." Typically, we like to run articles that are about 2500-7500 words. This equals about 4-9 pages in the magazine format (it does not equate to the same number of pages in the Word format). We've found that this is an ample size to cover most topics. We find that when articles are longer than this, they usually should have been split up into separate topics. This size also makes for easier placement and scheduling of articles.

If you find that your article has long code listings, you should consider publishing code fragments instead of the complete listings. The full source version will always be on that issue's source code disk and in our areas on the online services. If you have questions on length or believe that your article is too short or too long, contact the editorial department.

BIBLIOGRAPHY AND REFERENCES

If you'd like, you may include a bibliography at the end of your article, but it is not necessary. To do this, you should use the following format:

Clinger, William and Jonathan Rees (editors). "Revised Report on the Algorithmic Language Scheme", LISP Pointers, SIGPLAN Special Interest Publication on LISP, Volume IV, Number 3, July-September, 1991. ACM Press.

Gabriel, Richard P. "The Why of Y", LISP Pointers, Vol. II, Number 2, October-November-December, 1988.

van Meulebrouck, André. "A Calculus for the Algebraic-like Manipulation of Computer Code" (Lambda Calculus), MacTech Magazine (formerly MacTutor), Los Angeles, CA, May 1991.

TIPS ON ARTICLES

Many writers ask us for tips on getting the article through the process sooner. Some of these are obvious, but here's some:

- Spell check it! Most articles come to us with the most basic spelling errors.
- Read and re-read it for grammatical errors. Use the grammar checker in Word. And, please look for errors the spell checker did not discover ("two" or "to", "it's" instead of "its").
- Give it to a friend or coworker to read and give comments.
- If you feel you do not have strong English skills give your article to someone who does.
- Explain the principle concepts and procedures found in your code. Even though we hope you write very readable code, there is nothing worse than an article that states "just look at the code to see how it works."
- Unless you have an unusually focused topic, you're not going to be able give possible improvements, modifications, and directions your code may take with perhaps a couple of hints as to how to implement them. As a result, try to have your solutions be fairly polished – right from the beginning.
- Since our style sheets have built in spacing before paragraphs, please do not use blank lines between paragraphs. If you do use them, we have to manually remove them when the article is moved into Quark.

INFORMATION ON YOU AND YOUR ARTICLE

In order to work with you, we will need some information about you. Towards the end of this document is an "Article Information Form." When submitting an article, please complete the form and submit it with the article. For domestic authors, make sure to send us your social security number for tax purposes. Please understand that, by law, we can not send payment for an article until we have your personal information including your social security number. Please include your daytime phone number so, that if future problems arise, we will be able to get hold of you quickly. We understand that some of you have full-time commitments during the day, and we will only use the daytime number if absolutely necessary (and always with the utmost professionalism and confidentiality).

If you do have a change of address or phone number, please notify and update us as soon as possible. If you have a subscription as well as being an author, please ask us in your note to update *both* the subscription and writers' database. If you don't tell us about both, only your subscription will be updated since they are kept as separate databases.

SUBMITTING AN ARTICLE

Submit your article to *MacTech Magazine* via electronic mail. Remember the following:

- Fill out the article submission form and include it with *each* of your submissions. The best way to do this is to copy the information into the body of the e-mail that you are sending us at submission time.
- Format your article with the style sheets defined in this writer's kit document. Your article should have been proofread by several people and should be checked for spelling and grammatical mistakes.
- Include any figures or screen dumps in separate files even though they are pasted into the word processing document. Put the figures in the article document (or just include tags if you have problems) with a figure caption for each figure. If you use any special fonts, please include them with your submission. Remember, not only are different fonts strongly discouraged, but they will be changed to our standard fonts unless there was good reason for the special fonts.
- Include the source code in the original development format. Send these files at the same time as your article to prevent confusion. Your code should be ready to compile and run. There should be both the source and the compiled application. Include any project documents, resource files, or make files as well. In other words, assume that we have nothing but the development environment, standard headers, and Macintosh libraries.
- Remember to include any additional files needed to reproduce your work (i.e., libraries, etc...)
- Never send us locked files. The penalty is death. :)
- To help your article be accessible, we need your help on index words. So please include a short list (i.e., 5-10 entries) of words for your article. This should include the topic, trap calls, routine names, low memory globals, and other words that are significant to your article. For example, if your article is on windows, you may want to include on the index the trap calls that you explain in detail.

COPYRIGHT INFORMATION

By submitting an article to MacTech, you are agreeing to the terms and conditions set forth in the Copyright Agreement attached to this writer's kit. That Agreement explains in detail all of the terms and conditions, but this section of the writer's kit reviews those details in brief and in "English".

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All articles must be original works and may not appear in any other publication without prior consent of *MacTech Magazine* for a period of one year. If you want to publish the article elsewhere without restriction, make substantive changes and go for it. If you wish to have it re-published (i.e., in a newsletter), you must first receive written (or e-mail) permission from *MacTech Magazine*. We'll be happy to provide a reprint master of an article if you want to distribute an article (i.e., at a trade show).

MacTech Magazine grants to those who receive the magazine or other materials, in either printed or electronic form, the right to use parts of the source code in their own project, be it personal or commercial, provided they make reference to the issue in some way, usually with their own copyright notice in the "About" box. This is to give due credit. For example,

XYZ Program by Joe Programmer.

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This article was originally published in *MacTech Magazine*, Vol. 10, No. 3, March, 1994.

For precise wording on this copyright information, see the Copyright Agreement at the end of this document. Again, all information in that agreement supersedes the text here.

PAYMENT FOR YOUR ARTICLE

We only pay for published articles and payment is not made until publication. We never pay for articles in advance – there are no exceptions. We also never guarantee that a specific article will run in a specific issue – it's difficult enough to put the "puzzle" together.

If you have questions as to the status of a payment, you can write our accounting department directly at "accounting@xplain.com". Please do not contact them with questions about the status of your article or any other editorial related question.

Currently, *MacTech Magazine* usually pays between \$25-\$500 for an article. \$25 are paid for tips. A feature article usually is in the \$100-\$500 range. To reduce any bias for or against an article, we decide payment amounts by committee. A number of criteria are used when deciding the amount. For example:

- How much trouble was it to publish the article? For example, did you use the style sheets in this writer's kit? If not, it will be a lot more effort for us to prepare the article for publication.
- How much rewriting was done?
- How appropriate is the topic?
- How timely is the topic for the industry?
- How interesting was the article?
- What was the quality of the code?
- What was the quality of the writing?
- How many readers will the article serve or target?

Some writers would prefer to get something from MacTech's Mail Order Store instead of receiving cash. We'll make the assumption that you want cash unless you notify us. If you'd like to take advantage of the Mail Order Store, you will receive a 10% discount when you pay with a "writer's fee". To take advantage of this, contact our accounting department *before* the issue which your article is in ships out to the public.

Article/Writer Information Form

Author Name: _____

Mailing Address: _____

Home Phone: _____ Hours Ok to Call: _____

Work Phone: _____ Hours Ok to Call: _____

E-mail Address: _____

Social Security Number: _____

Have you read the Copyright Agreement for authors submitting articles? _____

If no, you should. Submitting an article to MacTech Magazine constitutes execution of our standard Copyright Agreement.

Development environment used to develop code: _____

Version of that environment: _____

Index words (5-10): _____

Copyright Agreement

This agreement is made as of the date specified below, by and between Xplain Corporation, a Nevada Corporation, as publisher of *MacTech Magazine* (MacTech), and the "Author", as original author of one or more articles (whether singular or plural, the "Article") submitted for publication in MacTech.

Purpose of Agreement

The purpose of this agreement is to set forth the terms and conditions under which MacTech will review and possibly publish the Article. These terms and conditions are primarily intended to assure MacTech that while the Article is under review, MacTech has the exclusive right to publish it, and that upon acceptance, MacTech will be the first and only worldwide publisher of the Article for profit. These terms and conditions are also intended to assure that MacTech accepts or rejects promptly so that Author may seek other publishers if rejected, and to set forth the terms of payment to Author.

Agreement

For the mutual promises and covenants contained herein, and for other good and valuable consideration, each paid to the other, receipt and sufficiency of which is hereby acknowledged, MacTech and Author hereby agree as follows:

1. Author desires MacTech to publish the Article in a future edition of MacTech, and hereby submits the Article for pre-publication review in text on paper or on machine-readable standard Macintosh (800K or 1.44Mb) disc format, or via electronic mail.
2. MacTech will review the Article at its convenience, and shall notify Author of its acceptance or rejection. Such notification shall be in writing or by telephone or fax or electronic mail, but in no event shall such notification occur later than 90 days after submission. If MacTech fails to notify Author within the 90 day period, Author may seek publication elsewhere and may withdraw the Article from consideration upon 30 days notice in writing, e-mail or by fax to MacTech.
3. Author shall make any and all revisions and modifications to the Article requested by

MacTech. Further, MacTech reserves the right to make whatever editorial changes it sees fit, in its sole and absolute discretion. Author shall also submit machine-readable copies of any relevant computer code or software, and copies of any and all resource material necessary for MacTech to verify the technical or factual aspects of the Article at the time of article submission.

4. Once the Article is accepted for publication, MacTech shall publish the Article in MacTech magazine within 365 days of such acceptance. If MacTech fails to publish within this period, Author may withdraw the Article upon 30 days written notice to MacTech. Upon such withdrawal, MacTech shall have no further obligation to Author of any kind, and shall have no rights of any kind in the Article.

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