



DWR Print and Digital Publication Guidelines



The Virginia Department of Wildlife Resources (DWR) publishes articles on hunting, fishing, wildlife viewing, wildlife habitat, hiking, camping, outdoors safety and ethics, natural history, and environmental stewardship and education.

General Requirements for Writers and Freelance Photographers/Artists

- Paid content may be used in all DWR print and/or digital publications
- All vendors who have been selected for a confirmed article (print or electronic), photography, and/or artwork must register with the state's electronic procurement system at www.eVA.virginia.gov and send an additional signed W-9 to our Henrico office to: Publications Editor, PO Box 90778, Henrico VA 23228-0778.
- All articles, photography, or artwork on boating, paddlesports, hunting, fishing, trapping, and DWR activities must stress safe and ethical practices and a respect for wildlife and the outdoors. Make sure the submission adheres to current state and federal fishing, hunting, trapping, and nongame regulations, as well as illustrating proper use of the following: blaze orange/pink in all hunting seasons (except dove and waterfowl); safe handling of firearms; safety belts and harnesses in tree stands; protective ear and eyewear. We require that life jackets or inflatables be worn on the water when people are picture in boats. Go online to www.virginiawildlife.gov to review regulations and related information.
- One complementary copy of the *Virginia Wildlife* magazine in which their work appears will be mailed to freelance writers/photographers/artists.

Guidelines for Writers

First-time Manuscript Procedure:

- QUERY FIRST! Queries should be sent by email to Molly.Kirk@dwr.virginia.gov and include samples of writing. You may also send to DWR Publications Editor at PO Box 90778, Henrico VA 23228-0778. If you would like materials returned, please include a self-addressed, stamped envelope (SASE).
- Photographs and/or illustrations may accompany articles (please refer to photographer/artist guidelines below).
- We do not accept poetry.
- Include a short, one-sentence biographical sketch about yourself along with your email address and daytime phone number.
- You will only be notified upon confirmation of the article for publication.

Manuscript Length and Format:

- The *Virginia Wildlife* editorial calendar is set as much as one year in advance, in order to meet seasonal photographic needs.
- Feature articles should be 1,000 - 2,000 words (additional word length guidance available from editor depending on assignment).
- Articles for digital use on website or in email newsletter should be 350 - 800 words (additional word length guidance available from editor depending on assignment).
- Manuscripts must be emailed to Molly.Kirk@dwr.virginia.gov in a Word or simple text document.
- Manuscripts will be edited for fact, style, and grammar using the AP Stylebook and DWR guidelines.

Confirmation of Publication & Payment:

- Payment is submitted to eVA system at the end of the month in which article/photo/art was published.
- Our office will then contact the freelancer via email with details needed to invoice DWR.
- We purchase first rights and reserve the right to reprint to all digital platforms with additional payment.

Rates: Print & Digital:

- Article of 350 - 800 word length - \$200 (\$50 re-use fee)
- Article of 800 - 2,000 word length - \$500 (\$100 re-use fee)

Guidelines for Freelance Photographers/Artists

First-Time Photography/Artwork Submission Procedure:

- Send your website address or other digital platform info used to view your images to Maria.LaLima@dwr.virginia.gov,
- For submissions via CD, DVD, or flash drive, mail to DWR Art Director, PO Box 90778, Henrico VA 23228-0778. If you would like materials returned, please include a self-addressed, stamped envelope (SASE).
- Please become familiar with current state hunting, fishing, and boating regulations and our recommended safety procedures before you set up photo shoots or submit photos.

Technical Requirements:

- Digital: RAW or TIFF files preferred, though JPEG can be submitted. Shoot at the highest resolution possible (300 dpi minimum). Send original, unaltered files (do not re-size).
- All digital photographs must be true to the original images and free of digital alterations, except minor cropping.
- Digital files must include metadata to include photographer name and contact information and location of image taken.
- Send digital files via cloud folder link such as Dropbox or via WeTransfer.
- Film: we no longer accept transparencies or negatives.
- Artwork: Illustrations and original paintings must be submitted as digital scans at minimum of 360 dpi and no smaller than 8"x10".
- We DO NOT accept: Polaroid or other "instant" photos; mounted or matted photos; framed artwork; photographs that have been significantly altered; or photocopies of illustrations.

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Rates: Print & Digital:

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| • Magazine - inside color and black-and-white photos | \$50 |
| • Magazine - inside illustration/art | \$50 |
| • Magazine - cover photo/art | \$200 front cover
\$150 back cover |
| • Calendar - front cover | \$250 |
| • Calendar - large photo | \$200 |
| • Digital use (social media/website/email newsletter) | \$50 |

WE DO NOT ACCEPT RESPONSIBILITY FOR UNSOLICITED PHOTOGRAPHS AND ARTWORK.