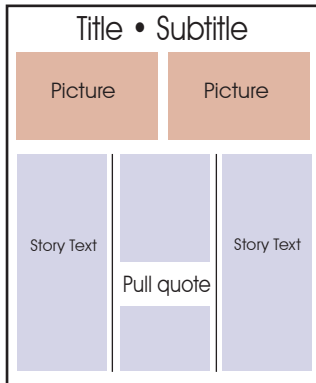


# Main Feature Story Editorial Specs

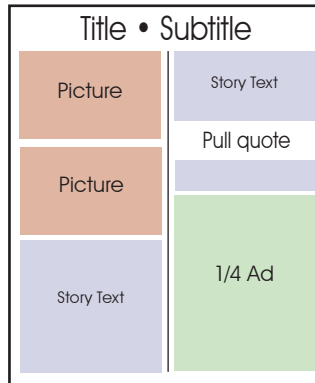
Word count on editorial space, extremely loose

Always best to keep word count down, more room for images and attention pulling quotes.

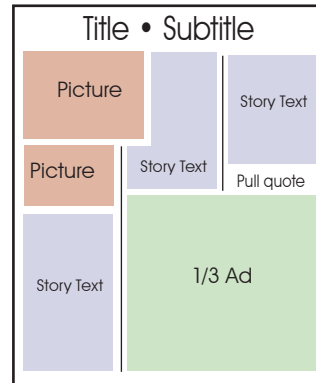
There are people that don't read entire stories. Get the basic info, images...contact info and quality, memorable photos



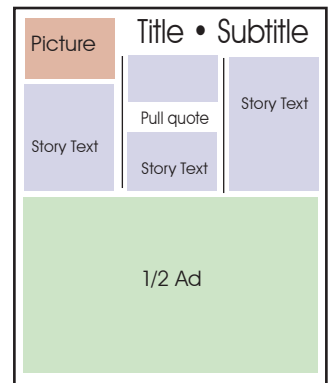
Word count approx. 550-650  
Letter approx. 3,500-4,000



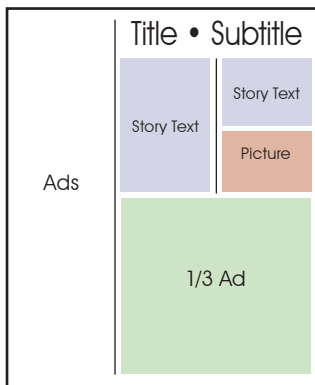
Word count approx. 400-500  
Letter approx. 2,500-3,000



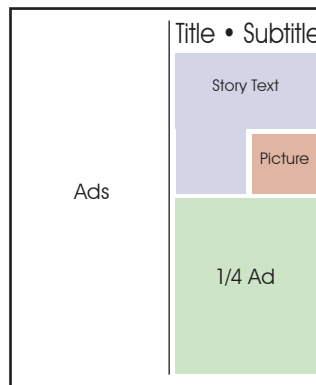
Word count approx. 350-450  
Letter approx. 2,500-3,000



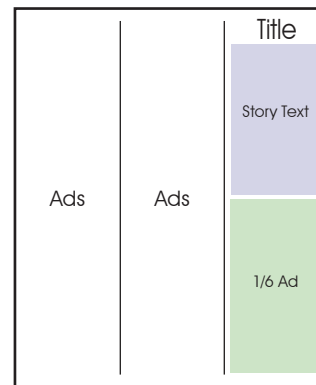
Word count approx. 300-400  
Letter approx. 2,500-3,000



Word count approx. 200-250  
Letter approx. 1400



Word count approx. 150-200  
Letter approx. 1200



Word count approx. 100-260  
Letter approx. 1100

## Body Copy,

- 8.5 Pt. Avant Garde BT Book
- Story 12 Pt. leading • In-House column 11.5 pt leading
- Kerning (Horizontal scale) between 98 X 103 to fit content. Always starting with 100
- Paragraph Indent .25"
  
- Columns 3 or 2 (or open to creative design)
- Drop Cap 3 line indent Avant Garde BT Book (open to design)

## Story Title

- Avant Garde BT Book, Extra light or Open to designers creative discretion
- Story Title design should creatively reflect the content or mood of the story.

## Sub Title

Avant Garde BT Book, basic rule  
or can be open to designers creative discretion

## Pull Quote

Avant Garde BT Book, basic  
or can be open to designers creative discretion