

SAMPLE STORIES and WORD COUNTS for THE BLOOMIN' NEWS

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Feature / Page One / Cover Story

The Bloomin' News is the official publication of the Los Angeles Flower Market, so with few exceptions, we like to highlight in our cover stories the tenants and wholesalers at the Market or badge-carrying members of the Los Angeles Flower District who regularly shop at the Flower Market. For information about becoming an LAFD member, see www.LAFlowerDistrict.com.

850 to 1,500 words

"Second Feature" Story

This is a feature article which appears on the inside pages of The Bloomin' News. The length of the story in The Bloomin' News helps to determine the layout as well as the number and size of photos/images used with the story.

650 to 850 words

One printed page in Bloomin' News typically includes around 650 words with a very small photo or two or one large photo; or 850 words without a photo or graphic image.

Short Stories, News, Announcements and Blurbs

Example: The Singing Flower Man

A public relations professional turned street-vending florist garnered considerable attention in 1974 as he sang his way into the hearts of shoppers four days a week. Joe Richards designed and built the flower cart he parked outside a store called Judy's at Century City Shopping Mall. The wrought iron cart with yellow, gray and white striped awning trimmed with ball fringe, along with Joe's great singing and the playing of his recorded music tapes, got Hollywood stars and the public to stop, smile and buy flowers. Selling carnations, baby roses, daisies and other flowers, which Joe bought at the Los Angeles Flower Market, Richards grossed around \$20,000 annually.

30 to 125 words (typical)

This story has 112 words and appeared in our "Yesterday's Blooms" column in Nov 2009.

Center Spread Photo Story

Typically, a center spread is a photo essay or photo-focused piece displaying 12 or more photos along with photo captions and a brief introduction or description of from 150 to 350 words. (The longer the descriptive text, the fewer photos can be used or the smaller the photos must be.)

A Word About Images

Photos, logos and other images submitted for use with stories must be suitable for printing on paper. Images that are 72 dpi are suitable for use on web pages and CD/DVD. They are not usually of high enough resolution for printing unless they are large (at least 1500 pixels wide or high). Please contact our editor if you have any questions.