



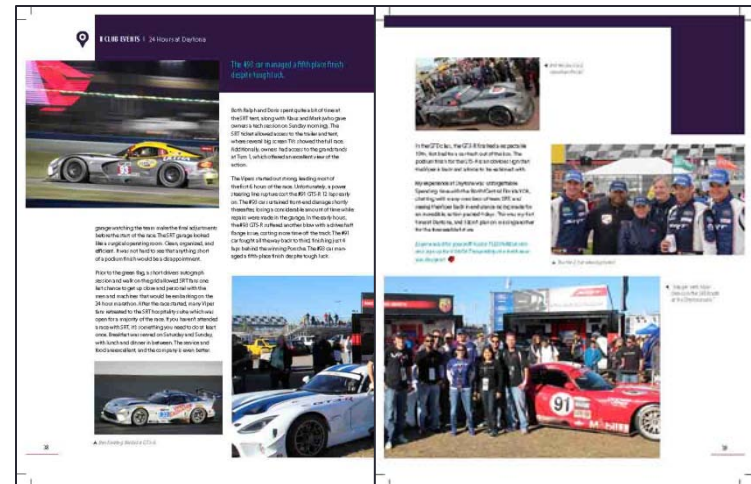
VIPER QUARTERLY CONTRIBUTIONS

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Viper Quarterly Feature Stories



- ~800 words
- Include photo captions and credits with story



- 1 lead photo captures what event is about
- ~ 4 key activity photos
- ~ 4 detail photos of cars/people
- High resolution photos
 - 12"x8" or 3600x2400 pixels
 - 300 px/in



Story Writing Tips

DO's

- Start with a catchy introduction. (Hook the reader)
- Cover the key events/highlights.
- Keep it short.
- Make the reader feel like they were there.
- Use first person.
- Mention names of key people.
- Use quotes.
- Use subtitles.
- Sum it up.
- Make the reader wish they had gone!

DON'T's

- Use boring chronological documentation “At 9 AM, we drove to ...”
- Send low res cell phone photos.
- Send a bunch of photos.



Region Highlights



- 1 key event photo (High res, 12"x8" or 3600x1200 px).
- Include 2-3 sentence caption.
- Mention names.

Calendar of Events

- Extracted from driveviper.com calendar

