

# Image/Copy Ratios for Publications

## A Quick Reference Guide



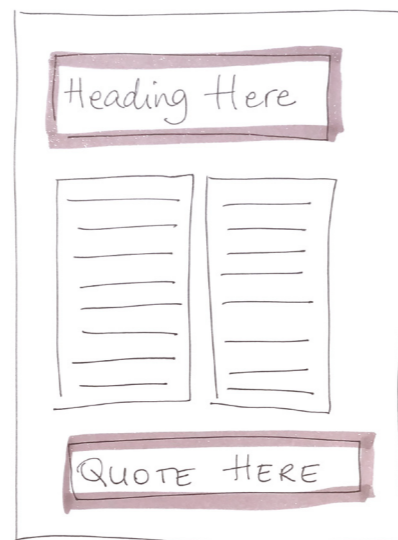
**Layout A**

Image 50 units (~50 words)  
Quote Max. 30 words  
Copy 300 to 320 words  
Total 400 words



**Layout B**

Image 50 units (~50 words)  
Copy 350 words  
Total 400 words



**Layout C**

Quote Max. 30 words  
Copy 370 words  
Total 400 words



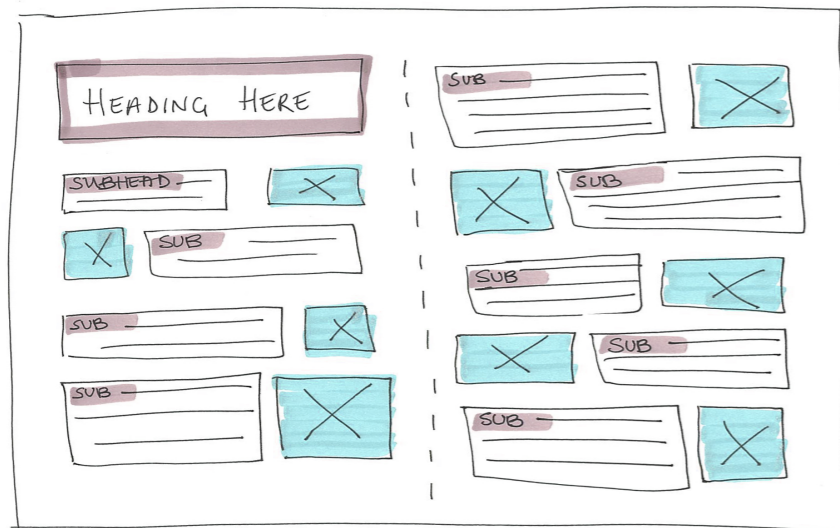
**Layout D**

Feature Image 150 units (~150 words)  
Copy 250 words  
Total 400 words



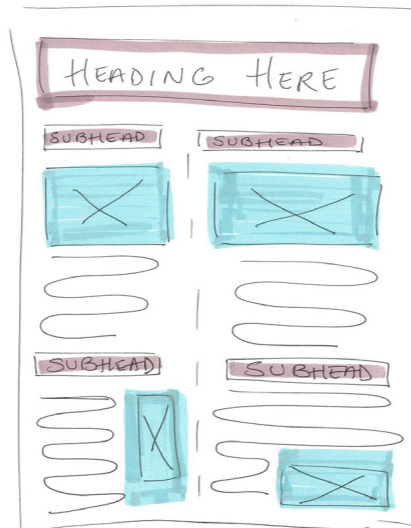
**Layout E (Double-Page Spread)**

Images 250 units (~250 words)  
Copy 250 words (page 1)  
300 words (page 2)  
Total 800 words



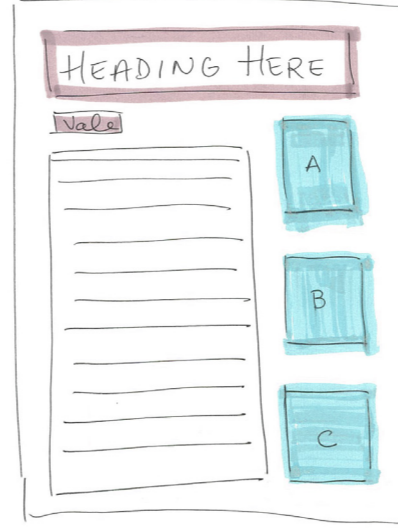
**Layout F (Double-Page Spread)**

Images Max. 450 units (~450 words - up to 9 images)  
Copy Max. 350 words (30 to 60 words per article)  
Total 800 words



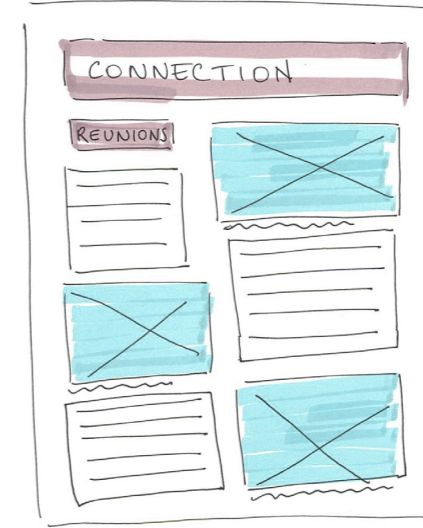
**Layout G**

Images 4 x 50 units (~50 words)  
Copy 4 x 50 words  
Total 400 words



**Layout H**

Images 3 x 50 units (~150 words)  
Copy 250 words (with 3 images) or  
300 words (with 2 images) or  
350 words (with 1 image)  
Total 400 words



**Layout I**

Images 3 x 50 units (~150 words)  
Copy 250 words (with 3 images)  
Total 400 words

### Legend

- Headings/Quotes
- Images/Graphics
- Body Text

### Important Points

- Depending on the preferred emphasis (e.g. image size or word count), words for each page can be reallocated as required. Just check the page total is correct (i.e. one page = 400 words or two pages = 800 words).
- Please advise account managers/subeditors on the Word doc template you supply with relevant direction such as, "Please prioritise images over copy" or "Please prioritise copy over images" or "I have allocated 150 units of space to Image 1 because it is a feature image" and last but not least, "I have used Layout H as a guide to this page". This helps confirm the focus.
- These are strong guides on layout but will also adjust depending on the sensitivity of the topic or contributor (e.g. the Principal). An article may be 440 words (max. ten percent extra), edits are style only, no image, pull quote only if space allows. Supply this direction on the Word doc.