

Idaho Quick Facts

What They Are

- A subset of Extension bulletins
- Double-sided fact sheet that contains standard elements and limited word counts
- Provides succinct and crucial agricultural data for a specific crop and year
- Trifold column format allows for lamination and use **in the field**

Audience

- Farmers
- Researchers
- Homeowners
- Gardeners

Format

- Title only (no subtitles).
- Text flows in a landscape format in three columns, both sides of page (trifold style).
- Succinct and/or bulleted body copy (1000 words max) contained within the following subheadings, in this order: crop production facts; growth (stages) and development; rotation and seeding; optimum planting date estimates or seeding date estimates; irrigation; fertilization; growth regulators; diseases; insects; weed management ([see sample](#) for more detailed information about subtopic contents).
- Reference list optional (if so, up to three full citations).
- Subtract 120 words for each one-column-width table, graph, or photograph.
- The primary format is an online publication (PDF) for ADA compliance.

What They Aren't

- Marketing materials (see [CALs Communications](#))
- Lengthy or exhaustive publications on a given topic (see Extension [Bulletin Series](#))
- In-depth fact sheets focused on two or three subtopics
- Highly technical research papers (see [Research Bulletin Series](#))

QUESTIONS?

UI Extension Publishing staff are always happy to discuss your options with you. Contact us at calspubs@uidaho.edu or 208-885-7982.