



2011-2012
MAGAZINE DEADLINES
& DEFINITIONS

Each year, as new officers and secretaries take over the responsibilities of the club’s business, there is often confusion as to where information needs to be sent to have it published in the magazine. Please make sure that all articles, calendar listings, advertising, and letters to the editor are sent to the magazine office – the mailing address, phone, fax and e-mail are all listed at the bottom of the page. Do not send information you wish to have published in the magazine to the IASC office. They must then forward it to the magazine office and deadlines may be missed. If you have any questions about submitting information, or if you have suggestions for interesting articles, never hesitate to call us! Remember, the magazine is here as a forum for clubs to share information and to help educate snowmobilers about the important issues facing our sport. Your input is important!

The following are the deadlines for the 2011-2012 publishing season of the ILLINOIS SNOWMOBILER, along with clarifications as to what qualifies as “advertising”, “editorial”, and “Out & About and Club News”. Please remember that all submissions, whether for editorial or advertising, are due in the magazine office no later than 5 p.m. on the deadline date.

2011-2012 MAGAZINE DEADLINES			
<u>MONTH</u>	<u>EDITORIAL</u>	<u>ADVERTISING</u>	<u>MAIL DATE</u>
October 2011	August 17	August 17	September 15
November 2011	September 14	September 16	October 14
December 2011	October 18	October 21	November 16
January 2012	November 17	November 17	December 16
February 2012	December 15	December 15	January 18
Spring 2012	February 15	February 15	March 15

DEFINITIONS & GENERAL MAGAZINE INFORMATION

EDITORIAL: The term “Editorial” refers to all articles within the magazine, such as Trail Tales (short articles written by our readers with anecdotes about their own trail adventures), Letters to the Editor, Calendar items, special club events such as charity rides or fund-raisers, etc. It is very important that when an article or letter is submitted to the magazine for possible publication, your name, address, and phone number is included so we are able to reach you with any questions or concerns we may have. You may send your articles by regular mail, e-mail or fax.

MARK YOUR CALENDAR: Mark Your Calendar items are FREE event listings provided as a benefit to our readers who enjoy participating in activities throughout the state and to help promote attendance at your functions. We encourage you to send in your events as early in the season as possible so they are able to run for more than one month prior to the event. The events listed must be open to the public. List the date, nearest town, sponsoring organization, location, brief description, and a phone number the public may call for more information.

OUT & ABOUT and CLUB NEWS: “Out & About with the IASC” is the perfect place to showcase your club’s activities with a picture or two and a short write up. Whether it is club members working on the trails, gathering for a picnic, doing charity work or working at a local community event, a picture is a great way to highlight what your dedicated members are doing. “Club News” articles are those written by the club secretary, or other authorized club representative, providing a more in-depth overview of recent club activities that will be of interest to the public. They are designed to help clubs share ideas and information with one another, such as successful events held, trail projects and improvements, ways of promoting membership growth, etc. Because of the limited amount of space in the magazine, we ask that you keep the length of your club news article to three or four paragraphs. If your club has participated in an especially interesting activity that you feel deserves special attention, please call us so we can discuss an additional story about it.

PHOTOGRAPHS: Digital photos are acceptable if a minimum 2 mega-pixel setting and a 300 dpi resolution are used. They may be sent as a high resolution attachment to an email or on a CD by mail. If you send a hard copy photo by mail (must be on actual photo paper – copy machine copies and newspaper clippings are not acceptable) that you wish to have returned, please make sure you put your name and address on the back of the picture using ball point pen – roller ball or felt tips will smudge, even after prolonged drying, and may come off on the face of other pictures, permanently disfiguring them.

ADVERTISING: “Advertising” specifically refers to Display (boxed) Ads that are paid for by the person, business, club or organization wishing to promote their business, service, event, or offering items for sale. IASC member clubs receive a 25% discount on their event advertising – please call for details. Organizations that purchase advertising space to promote their events are welcome to submit their event as a Calendar item as well but it is important to remember that calendar items are not advertising. They are “Editorial” and need to be submitted separately from paid advertising, meeting the Editorial deadlines.

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