



2009-2010 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 2009-2010 publishing season of the ILLINOIS SNOWMOBILER, along with clarifications as to what qualifies as “advertising”, “editorial”, and “club news”. Please remember that all submissions, whether for editorial, club news or advertising, are due in the magazine office no later than 5 p.m. on the deadline date.

2009-2010 MAGAZINE DEADLINES			
MONTH	EDITORIAL	ADVERTISING	CLUB NEWS
September 2009	August 10	August 17	August 18
October 2009	September 14	September 14	September 22
November 2009	October 12	October 12	October 27
December 2009	November 2	November 2	November 16
Jan./Feb. 2010	December 21	December 21	December 28
March 2010	February 15	February 22	February 23

(All Submissions Due By 5 p.m. of Deadline Date)

DEFINITIONS & GENERAL MAGAZINE INFORMATION

EDITORIAL: The term “Editorial” refers to all articles within the magazine, such as Trail Tales, Letters to the Editor, Calendar items, special club events such as charity rides or fund-raisers, etc. The only exceptions are the articles specifically under the heading of “Club News”. 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 is FREE events listings provided as a benefit to our readers who enjoy participating in activities throughout the state and to help promote attendance at your functions. The events listed must be open to the public. When you are submitting calendar items, they should be written following the format seen in the magazine. List the date, nearest town, sponsoring organization, location, brief description, and a phone number the public may call for more information. Please do not send us your club's complete event schedule and expect us to figure out what is open to the public and where the locations of the hosting establishments are. It is your responsibility to provide that information if you want it published. Calendar items are not considered Club News and must be submitted separately - by the Editorial Deadline. If you have simply included an event in your club news article, it will not appear in the Calendar listings. Each must be submitted separately.

PHOTOGRAPHS: Please mail original photos to the magazine office. Photocopies are not acceptable. Digital photos are acceptable if a minimum 2 mega-pixel setting and a 300dpi resolution are used. If you wish to have your photographs 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 Classified Ads and 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 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.

CLUB NEWS: “Club News” articles are those written by the club secretary, or other authorized club representative, to appear specifically in the section of the magazine under the heading of “Club News”. These articles 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 large number of clubs in the state, and 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. Make sure the information is of interest to the general public, not just your own club members. 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.

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