

2020-2021 WISCONSIN SNOWMOBILE NEWS DEADLINES AND DEFINITIONS

As new officers and secretaries take over the responsibilities of the club's business, there is often confusion about where information needs to be sent when they wish 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 and email are all listed at the bottom of this page. Do not send information you wish to have published in WISCONSIN SNOWMOBILE NEWS to the AWSC 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 2020-2021 publishing season of Wisconsin Snowmobile News, 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 to the editor's office no later than 4 p.m. on the deadline date.

DEADLINES

MONTH	PAID ADVERTISING	EDITORIAL, CALENDAR OF EVENTS & CLUB NEWS	MAIL DATE
Sept. 2020	8/17/2020	8/10/2020	8/31/2020
Oct. 2020	9/16/2020	9/9/2020	9/28/2020
Nov. 2020	10/13/2020	10/6/2020	11/2/2020
Dec. 2020	11/10/2020	11/3/2020	11/30/2020
Jan. 2021	12/8/2020	12/1/2020	12/28/2020
Feb. 2021	1/11/2021	1/4/2021	2/1/2021
Mar. 2021	2/16/2021	2/9/2021	3/1/2021

DEFINITIONS & GENERAL MAGAZINE INFORMATION

EDITORIAL: The “Editorial” deadline refers to all articles within the magazine, including Letters to the Editor, Calendar of Event items, Club News and special club events such as charity rides or fundraisers, etc. that appear in the In the News feature. It is very important that when an article or letter is submitted to the magazine for possible publication, your name, address, phone number and email is included so we're able to reach you with any questions or concerns. It is preferred that you send your articles by email, but standard mail is also accepted.

CALENDAR OF EVENTS: This is a FREE listing provided to promote attendance at your functions. The events listed must be open to the public. When you are submitting calendar items, list the date, nearest town, sponsoring organization, location, brief description (30 words max), a phone number, website and/or email the public can contact for more information. Please **do not** send us your event flyer in lieu of a proper submission as requested above. Calendar items are NOT considered Club News and must be submitted separately by the Editorial Deadline. If you simply include an event in your club news article, it will not automatically appear in the Calendar; you need to submit your calendar items separately by the appropriate deadline.

PHOTOGRAPHS: High-resolution digital photographs sent via email are preferred. To be accepted by the printer, photos must be a minimum of 3 mega-pixels and have a minimum of 300 DPI (dots per inch). You may also mail original photos to the magazine office. Photocopies and clippings from the newspaper are not accepted.

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 items for sale. AWSC member clubs receive a 25% discount on their event advertising – please call Diane Voight at 877-239-6193 for details. Organizations that purchase advertising space to promote their events are welcome to submit their event as a Calendar item as well. Your ad salesperson can help see that your event information is forwarded to the editor for publishing.

CLUB NEWS: “Club News” articles are those written by the club secretary, or other authorized club representative, to appear specifically under the department 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 limited space in the magazine, we ask that you submit a Club News article no more than twice a year, keeping the length of your article to three or four paragraphs. Make sure the information is of interest to the general membership, 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 the possibility of an additional story.

WISCONSIN SNOWMOBILE NEWS • PO BOX 428 • SOMERSET, WI 54025
Phone: 715-247-4486 • Email: kale@mspninc.com