

## 2024-2025 WISCONSIN SNOWMOBILE NEWS DEADLINES AND DEFINITIONS

- All articles, advertising, and letters to the editor should be sent directly to the magazine office (contact below). Sending to AWSC creates unnecessary delays.
- Calendar listings (Club events) for both the magazine and AWSC website should be submitted using the form found on the AWSC website and emailed to stormyh@awsc.org. Click on Clubs from the drop-down menu, and then club events. Here you'll find a link to the form.
- Questions or suggestions on magazine content, stories, deadlines, or important issues facing our sport, feel free to contact us via email, phone anytime. Remember, this is your publication.
- Below please find the deadlines for the 2024-25 publishing season of Wisconsin Snowmobile News. All submissions are due to the MSPN office no later than 4:00pm the day listed.
- Please allow 1 week processing time for Club Events and Commercial Sponsors.

MONTH	PAID ADVERTISING & EDITORIAL	CALENDAR OF EVENTS & CLUB NEWS	MAIL DATE
Sept. 2024	8/7/24	8/1/24	8/29/2024
Oct. 2024	9/9/24	9/2/24	10/1/2024
Nov. 2024	10/7/24	9/24/24	10/30/2024
Dec. 2024	11/5/24	10/29/24	11/27/2024
Jan. 2025	12/3/24	11/26/24	12/27/2024
Feb. 2025	1/6/25	12/30/24	1/29/2025
Mar. 2025	2/10/25	2/3/25	3/5/2025

### DEFINITIONS & GENERAL MAGAZINE INFORMATION

**EDITORIAL:** This deadline refers to all articles within the magazine, including letters to the editor, calendar items, club news, and special club events such as charity rides or fund-raisers. It is very important when an article or letter is submitted to the magazine for possible publication, your name, address, phone number and email is included for possible follow-up questions or concerns. It is preferred that you send your articles by email, but standard mail is also accepted.

**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, screen grabs, digital copies, etc. from newspapers or websites are often not accepted and lack resolution.

**ADVERTISING:** "Advertising" specifically refers to Display (boxed) Ads that are paid for by the person, business, club, or organization with the intent to promote their business, service, event, or items for sale. AWSC member clubs receive a 50% discount on their event advertising – please call Diane Voight at 715-957-0091 for details. Organizations that purchase advertising space to promote their events are welcome to submit their event as a Calendar item as well. All club event information should be mailed directly to the AWSC office for publishing in the magazine.

**CLUB NEWS:** "Club News" articles are those written by an 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 an especially interesting activity which you feel deserves special attention, alert us so we can discuss the possibility of an expanded story. Club News is to be sent directly to MSPN Editor, Rachyl Burzinski – rachyl@mspninc.com.

**CALENDAR OF EVENTS:** This is a FREE listing provided to promote attendance at your public functions. When submitting please include the date, nearest town, sponsoring organization, location, brief description (30 words max), a phone number, public website and/or email 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. Events must be sponsored by an AWSC Club. Calendar items need to be submitted by the deadline to the AWSC office (see above).