2010 Regional Directors' Summit

Editorial office contact information:
Mary Jean Wesche
2500 Drane Field Road, Suite 111
Lakeland, Florida 33811
Use either Email address: editor@mustang.org or mjwesche@patemg.com
Phone: 863.701.2575
Fax: 863.644.8214

Process for Editorial Submissions

- We welcome any news articles from MCA's Regional clubs.
- If an article is time-sensitive, notice of intent to send an article should be sent to the editor by Email at editor@mustang.org or by phone at 863.701.2575, so space can be reserved.
- Photos must be hi-resolution, 300dpi, when taken. DO NOT MANIPULATE PHOTOS before sending (i.e., Photoshop or any of that type software).

- We encourage each Regional MCA club to send articles for the Show Notes and Regional Spotlight departments. Be sure to include photos with people, not just cars.
- Show Notes: Any photos from the event.
- Regional Spotlight: Photos from any/all club activities, such as meetings, picnics, cruise-ins, parties, any gathering of club members. Include some with your Mustangs, and mostly be sure to include people in the photos..
- A digital copy of your club’s logo would be appreciated.

- Any electronic media should be emailed to:

editor@mustang.org
or
mjwesche@patemg.com

- Any materials sent via U.S. Mail, UPS, FedEx, etc., should be addressed to:

Mary Jean Wesche, Editor
Mustang Times
2500 Drane Field Road, Suite 111
Lakeland, FL 33811

ADVERTISING IN *MUSTANG TIMES*

- Regional Clubs who desire to run an ad in *Mustang Times* for a show (other than a National or Grand National), or anything else are billed at ½ price of the one-time ad rate.
- Clubs hosting National Shows receive two one-page ads per show.
- Clubs hosting a Grand National receive three one-page ads per show.

Clubs hosting a National or Grand National shows, that wish to run their registration form in *Mustang Times,* MUST have their show's registration form approved by the National Show Committee before submitting it for advertising in *Mustang Times*.

Advertising Rates & Specs

General AD Dimensions	***Width***	***Height***
Double page spread *(includes .125 bleed)*	16.75”	11”
Full page bleed (includes .125 bleed)	8.5”	11”
Full page *(live area)*	7.375”	9.75”
2/3 page vertical	4.75”	9.75”
1/2 page island	4.75”	7.375”
1/2 page vertical	3.375”	9.75”
1/2 page horizontal	7.375”	4.75”
1/3 page vertical	2.3125”	9.75”
1/3 page horizontal	7.375”	3.25”
1/4 page vertical	3.5”	4.75”
1/6 page vertical	2.3125”	4.75”
1/6 page horizontal	4.75”	2.3125”

Preferred Media Format: via Email or on a CD or DVD

Along with the disc, please provide a printed 100% hard copy proof (laser prints preferred) and contact information.

Discs will not be returned.

Preferred File Format: PDF-X1/a

NOT ACCEPTED: Microsoft Word, Excel, or Publisher Files, nor can we use a PDF made from any of these programs!

PC USERS MUST PROVIDE HI-RES PDF-X 1/a or a PRESS QUALITY PDF.

Image Requirements: Alternate File Formats Accepted MAC ONLY): Native Application Files (MAC ONLY), Adobe CS4, CS3, CS2 or Legacy (Illustrator, InDesign, Photoshop) or Quark Express 6.5; NO CROP MARKS.

PDF files must contain only 4-color (CMYK), color-corrected, high-resolution (300 dpi) images or Grayscale (No RGB, JPG or other color formats accepted. Please convert all type to outline or make sure all fonts are embedded. The publisher will bill for any work needed to bring materials up to print specifications. Charges are based on current market rates.

Mustang Times cannot be responsible for PDF Files prepared incorrectly.

Pricing for Regional Club's ads in *Mustang Times*

AD SIZES	Black and White:	Full Color:
Full Page	$210	$325
2/3 Page	$144	$250
1/2 Page	$111	$210
1/3 Page	$ 75	$144
1/4 Page	$ 60	$128
1/6 Page	$ 40	$ 80

Deadlines for **Editorial** in *Mustang Times*

Issue cover date	Deadline
January 2011	November 1, 2010
February 2011	December 1, 2010
March 2011	January 1, 2011
April 2011	February 1, 2011
May 2011	March 1, 2011
June 2011	April 1, 2011
July 2011	May 1, 2011
August 2011	June 1, 2011
September	July 1, 2011
October	August 1, 2011
November	September 1, 2011
December	October 1, 2011

Deadlines for **Advertising** in *Mustang Times*

An insertion order simply means you are informing me of your intention to run an ad.

Issue	Insertion Order Due	Materials Due
January	November 25	December 1
February	December 24	January 3
March	January 24	February 1
April	February 21	March 1
May	March 23	April 1
June	April 25	May 1
July	May 24	June 1
August	June 23	July 1
September	July 25	August 1
October	August 24	September 1
November	September 23	October 1
December	October 24	November 1

Camera settings

- If you have a regular digital camera, just be sure your settings are on “fine.” Some cameras say something like good, better, best. Or some similar wording.

- Basically, you need to use the setting that gives the least number of photos on your memory card!