



## NODA News

### *How to Submit Advertising, Articles, Calendar, Classifieds & Photos*

#### **Submission Deadlines**

Articles and Advertising	The 10 <sup>th</sup> of the Month prior to the issue they will run in.
Classifieds	The 15 <sup>th</sup> of the month prior to the issue they will run in.
Calendar	The 15 <sup>th</sup> of the month prior to the issue they will run in.

#### **How to submit an article:** Articles will receive NODA Bucks based on length

1. Contact Mosie or Elizabeth to check the topic (to make sure it is not being covered by another writer) and to get an idea of when it will run.
2. Editors will make decisions on when articles will run based on the needs of NODA.
3. Articles on topics which highlight an aspect of training, a piece of equipment, a treatment modality, clinic reviews, a member highlight or your unique equestrian experience of interest to other riders and horse enthusiasts are appreciated.
4. Draft the article and submit by the 10<sup>th</sup> of the month prior to the issue it will run.
5. **Your article will be edited for flow, grammar, and space constraints.** The editors will send the article for review and editing prior to publishing.
6. Realize that the article may be held for a future issue based on space and other content.
7. NODA specific news and reviews have top priority in the *NODA News*.
8. **Photographs greatly enhance an article** (see how to submit photos below).
9. Articles should be sent as an attachment to an email.
10. NODA reserves the right to determine which articles to publish.

#### **How to submit photos for the *NODA News*:** Photos which can be used as a (two page minimum) photo spread will receive NODA Bucks.

1. If you are taking photos at an event let the editors know.
2. Taking the horse number in the photo greatly enhances your ability to identify a horse and rider team you do not know.
3. Photograph horses and riders from a variety of barns, stables, and trainers.
4. Riders on horseback **MUST** be wearing a helmet at all times except as allowed by competition rules.
5. Photos must have the name of rider and horse or subjects of the photo as the document name of each photo or *NODA News* cannot use them.
6. The event and a caption must be included with each photograph. Photo credit may be included in the caption if it is easily matched with the photo document name.
7. The photograph must be credited to the person who took the photo.
8. Take photographs of riders, volunteers, facilities, signs, and interesting things you see.
9. Cover photos - to be considered the photo must be able to be sized to 8 ½ X 11 and have a background that is **NOT** cluttered. Send uncropped as it allows editors to format more effectively for cover photos.
10. Photos must be sent as an attachment to an email and not embedded in an article or email.
11. NODA reserves the right to determine which photos will be published.

# NODA News

## How to Submit Advertising, Articles, Calendar, Classifieds & Photos

(Continued)

### How to submit a CLASSIFIED for the Newsletter and Website

1. Contact the classified editor by email or in writing.
2. Include your full name, contact information and whether you are a NODA member.
3. Format the classified as you would like it published in 60 words or less.
4. NODA member classifieds have priority.
5. Classifieds requiring payment will NOT be published or posted till the payment is received.
6. Classified run concurrently on the website and in the newsletter.
7. Member classifieds will run for two months.  
One FREE classified of 60 words or less in the newsletter or on the website.  
\$5.00 for two months for second classified  
Additional \$5.00 for classified over 60 words  
Additional \$5.00 for photo
8. Non-member classifieds run for two issues/months.  
\$5.00 for a classified of 60 words or less  
Additional \$5.00 per issue/month for classified over 60 words  
Additional \$5.00 per issue/month for photo
9. **Classifieds Contact:** Jill Voigt, 216-346-2811, [Classifieds@nodarider.org](mailto:Classifieds@nodarider.org)  
Address: NODA Classified c/o Jill Voigt 27059 Sanctuary Lane, Olmstead Township, OH 44318
10. NODA News reserves the right to refuse a classified.

### Advertising; Newsletter and Website

1. **Use the advertising form for ad size and fees.**
2. Ads must be sized correctly or they will be returned for reworking.
3. The submission date is the 10<sup>th</sup> of the month prior to the issue your ad will run.
4. Advertising copy runs concurrently on the website and in the newsletter.
5. **A completed advertising form MUST accompany your payment. No ad will run prior to payment being received.**
6. Send your ad in jpg format by email.
7. You will be notified when it is opened and dropped into the newsletter.
8. Business Card Ads; send TWO copies of your business card for scanning.
9. **Advertising Contact:** Mosie Welch, 330-618-5838, [Mosie-editor@nodarider.org](mailto:Mosie-editor@nodarider.org)
10. NODA News reserves the right to refuse advertising.