

Mustang Times Submission Guidelines

For MCA regional clubs, the *Mustang Times* is your communication tool to share your shows, charity work, track events, and other activities with the world-wide MCA membership. Submitting news and articles to *Mustang Times* also earns your club 10 points toward the MCA's President's Award. Here are some ways you can utilize *Mustang Times* to promote your regional club activities:

Articles

Show Notes: This is specifically for MCA regional show coverage. We basically need a brief write-up about your event—who, what, when, where, etc.—in a Word document. We'll also need a selection of photos (see Photo Guidelines below), including an overall show shot (a long row of cars, or from a trailer or roof of nearby building, even a drone), along with cars of special interest, registration table, vendors, awards presentation, etc. Photo captions are welcomed (your members would like to see their name under their Mustang's photo) but not required.

Regional Spotlight: Activities other than shows can be highlighted as Regional Spotlight features. This can include organized cruises, visits to a car museum or nursing home, collecting Christmas gifts for children, attending other car shows as a group, etc.

News: Don't forget to send us club news—a charity check presentation, special member recognition, milestone club anniversary, etc. These will appear in the News & Notes department.

Member Cars: Everyone likes to see their Mustang and name in print. Since we can't get to every regional show or area, we rely on members to submit photos and information about their Mustangs. You can encourage your members to send photos as a My Mustang feature. Or, if the photos are good enough and the car deserving, it could become a cover or centerspread feature.

Events listing: When you add your show or event to the MCA website listing, it will automatically be picked up for the *Mustang Times*' Events Calendar. Note that we have to deal with a print lead-time, so be sure to get your event on the website early so it makes it into the magazine well before the event date.

Photo Guidelines

Digital photos are preferred. However, for them to look crisp and sharp in print, we need high-resolution jpegs, preferably from a 35mm format digital camera. In many cameras, this is the "Large" setting for image size. You can usually find the image size by clicking on "Get info" or similar. If the image size is in KB (kilobyte; for example, 182 KB), it is likely too small to reproduce sufficiently in print. If the image size is shown in MB (megabyte; for example, 1.2 MB), it will probably reproduce well. The more MBs, the better.

We understand that it is convenient to copy photos from your club website. However, because websites do not require high resolution images, even images that began as high-res versions are typically downsized and too small for use in print.

While the cameras in cell phones have improved tremendously, the tiny lens is not capable of the sharpness needed for a print publication. Although we can often work with cell phone images, they are never as sharp as images from a digital camera.

We can accept images sent via email. However, if the image size is sufficiently large and you are sending several or many images, you may want to consider an alternate means. This includes copying to a CD/DVD disc or thumb drive and mailing to us, or using a file sharing website such as DropBox, WeTransfer, etc.

Show Advertising

Get the word out beyond your regional area by advertising your regional show in *Mustang Times*, offered at half the regular one-time advertising rate. For example, a one-time full-page color ad is \$650, but regional clubs are charged only \$325. Also note that National shows receive two free full-page ads; the Grand National receives three free full-page ads. The *Mustang Times* media kit is available if you need rates for other ad sizes, dimensions, deadlines, etc. You can request the media kit from Donald Farr at editor@mustang.org.

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