



## Columbus Outdoor Pursuits

*Promoting outdoor education and recreation for over 70 years*

### Newsletter Submission Guidelines

The Editor of *Columbus Outdoors* would like to clarify the guidelines regarding newsletter submissions. These guidelines are to benefit everyone who receives our newsletter, participates in our activities, oversees activities (ie. Activity Leaders), submits items to the newsletter, as well as to the Editor herself. Additionally, **ALL submissions must substantially relate to Columbus Outdoor Pursuits Mission.**

These submission guidelines are summarized on page 3 of the newsletter, *Columbus Outdoors*.

#### Deadline

All submissions need to be received by the Editor by 11:59pm on the 5<sup>th</sup> day of the previous month. Late submissions, even those submitted close to the deadline, jeopardize the timeliness of the publication in paper as well as on the web. The Editor will use her discretion to accept, reject, or postpone publication of item(s) that miss the deadline, based on space constraints and/or timely delivery of the newsletter to the Printer. **In other words, if a submission is late, there is NO guarantee that it will make it into the current month's newsletter.**

Deadlines are published every month, usually on page three. At least one issue a year (usually September) has an early deadline due to the editor's vacation.

#### General Articles

The Editor welcomes submissions from the COP readership and will accept articles, classifieds, and photos from the general membership each month by any of the following methods:

1. Electronic files sent via email to [editor@outdoor-pursuits.org](mailto:editor@outdoor-pursuits.org)
2. Delivered/mailed to the office at 1525 Bethel Rd, Suite 100

#### Photos

The Editor highly encourages photo submissions of COP activities and members participating in these activities! Color images are preferred; however, black and white photos will be accepted.

Please submit captions with your photos. Additional photo guidelines follow:

- *Paper photos & film:* Photos and/or film(positive or negative) should either be delivered or mailed to the office. Please put your name on them and provide a mailing address if you would like your photos returned.
- *Scanned paper photos:* images should have a minimum resolution of 150dpi, 300dpi preferred.
- *Scanned film (35mm positive or negative):* images should have a minimum resolution of 1200 dpi, 2400 dpi preferred.
- *Digital (camera) photos:* Images should have a minimum pixel size of 1024 x 768
- All electronic images should be sent via email to the editor at [editor@outdoor-pursuits.org](mailto:editor@outdoor-pursuits.org)

1525 Bethel Road, Suite 100  
Columbus Ohio 43220-2054  
614/ 442-7901 614/ 459-8044 fax  
[editor@outdoor-pursuits.org](mailto:editor@outdoor-pursuits.org) [www.outdoor-pursuits.org](http://www.outdoor-pursuits.org)

- Captions are needed to provide information about what is going on, persons (if known), activity/event and photographer. Plain text is preferred.

All electronic cover photo candidates should target the preferred resolutions as given above. Questions regarding photo submissions should be forwarded to the Editor.

### Activity Schedule Items

The Editor will accept Activity Schedule Items ONLY from the Activity Leader or an appointed Activity Schedule Coordinator, sent in electronic format to [editor@outdoor-pursuits.org](mailto:editor@outdoor-pursuits.org) or downloaded from the Activity Calendar on the COP website.

Ideally, your activity schedule coordinator (SC) will send you a reminder with their deadline for receipt of schedule items. Even if they don't, Your SC operates on a short timeline and their time and effort should be respected.

If your SC sends out a draft schedule, be sure to read it.

Send your trip listing to your SC. SC contact information is on page 3 of the newsletter every month.

The SC needs to submit a compiled schedule for the whole activity no later than 11:59 p.m. the 5th of the month, the month before publication. I.e. July 5th for the August newsletter. This is sent as a plain text file that is complete. All the Editor should need to do is apply the styles and a few "info and app are on page X", which is info the SC won't have.

**Schedule Items must be received by the Schedule Coordinator by 9:00PM of the 3rd day of the preceding month.** *(unless they set a different deadline)*

The reason for this guideline is twofold:

- Activity Leaders should have oversight of events that form the framework of their activity. A critical part of this objective is knowing what events are occurring and who is leading those events. Having all schedule items flow through the Activity Leader or Schedule Coordinator ensures that this is happening.
- Having all schedule items for an activity sent by one person helps ensure that submissions are not overlooked and/or dropped from the newsletter. Receiving multiple emails for the same item from several people can be confusing and increases the chance that item(s) will be overlooked or will be published incorrectly.

A listing of activity leaders/schedule coordinators can be found on page 3 of every newsletter.

To make it easier for the Activity Leader/Schedule Coordinator and the Editor, please use the following:

- Unless you make other arrangements with your SC, send it via email.
- Newsletter issues normally only include information for that issue month plus the next. Occasionally we run an entire season listing for use as a fridge poster, but please don't submit the entire season every month. It causes extra headaches for schedule coordinators when they have to edit the excess.
- Please submit in plain text, either in an MS Word document or even in the body of an email. Style formatting (e.g. bold, italics, font types, Drop Caps, etc.) is unwanted and makes more work, not less.
- Use the specified format for each schedule item.
- Please list repeating items first (e.g. weekly bike rides, pool/ACBE sessions, Board Meetings, etc.) then list individual events in date order.

- The editor prefers complete schedules each month, including any events carried over from the previous month. However, she will accept updates in piecemeal fashion. Schedule submission need to be clearly marked “**Complete**” or “**Update**” so schedule items are not dropped from the newsletter.

**For recurring trips,** You have two options:

- 1. Send your SC a confirmation monthly that the ride is continuing, or
- 2. Send the listing with an **ending date**
- Also, if there is a week off, send a notice that can be posted to the web calendar, or the trip can be deleted for that week outright.
- Responsibility for getting a trip/event listed in the newsletter and web calendars lies with the leader, as it always has. Please do not expect that someone else is going to submit your trip unless you have discussed this with that person.

## The Specified Format

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The following is the format in which you are expected to submit your information:

### Line one: Title

- \* Please, Do not type the title in all caps. It may appear in the newsletter as having small caps instead of lower case, but that is a style. In order to apply it, the text must be in normal upper/lower case form. In other words, if you send WRONG instead of Wrong, it will be **WRONG** instead of **WRONG**.
- \* If your trip will be in a titled section of the schedule, please don't use that title as the trip title.
- \* Example: If your trip will be listed in the SMP section of the boating schedule, don't use SMP as the title. All trips in that section are SMPs. . Using SMP as the title is left over from the days when they were mixed into the general boating schedule.
- \* Weekly trips should include the day in the title, i.e. Canal Winchester-Mondays, to distinguish it from Canal Winchester -Thursdays.

### Line two: Date

- This line should include the time and date (s), day(s) of week,
- This line can also include class

### Line 3 to ? : paragraph or two of description

- including trip level of difficulty, approximate cost, deposit/refund information if called for.
- Notes like: “contact leader for directions’ and more detailed information will be provided at later date” need to be in the description section above the leader info line, not after.

### Last line: contact information

- including name, email if any, and phone number
- While I personally prefer the European way of typing phone numbers, i.e. 614.555.1234, please use our official format of 614/555-1234.
- If you want to reduce the amount of spam you get, present your email address as **username AT domain.ext** rather than **username@domain.ext**

- Try to put all the leader contact information on one line (no returns/enter button)
- Leading off with words like “Leader” and “Contact” is redundant since it is the leader contact line.

## **The Editor will not accept schedule items from individual leaders**

**However, if you are leading an Event** (bike tour, boat school, etc.) and need information in other sections of the newsletter, *that* information does go direct to the Editor.

Both the Editor and your SC should **acknowledge receipt of your submission** with at least a “thank you”. If you do not get such a response, it is quite possible that your submission did not get to them.

**Some other tasks your SC does**, in addition to compiling the schedule, are:

- \* If Schedule Coordinator does not recognize the person as being an approved leader, questions are asked, including” have you taken appropriate leader training, first aid/rescue classes, do you have the skills for the job? Yes, this is officially an AC task, but it is usually delegated to the SC.
- \* **Posts the schedule to the web calendar.**
- \* The Schedule coordinator, may, at their discretion, add activities to the web calendar after the newsletter has gone to print.

## **Classified Ads**

Columbus Outdoor Pursuits members may place 2 classified ads of 60 words or less per year, free of charge. Please limit content to equipment buy/sell ads. Include your name and membership number when submitting your ad.

**Commercial Advertising Information can be found on the following pages**



## Columbus Outdoor Pursuits

*Promoting Outdoor Education and Recreation for over 70 years*

### 2011 Advertising Deadlines, Rates and Policy for Columbus Outdoors

*The monthly publication of Columbus Outdoor Pursuits*

- **Ads must be for goods or services that are "substantially related" to our mission** - "Columbus Outdoor Pursuits is a volunteer-based, participatory organization created to provide opportunities and education for outdoor recreation and activities and thereby aid in acquisition of a greater knowledge and appreciation of the out-of-doors and to develop self-reliant, community minded citizens.
- Because we mail Columbus Outdoors under our non-profit postal permit, the United States Postal Service forbids us to carry any advertising for banks, credit cards, insurance, *or travel*.
- Advertising is accepted upon prior arrangement with the Editor. Email or call before sending in your ad so we know to expect it.
- Ads in **PDF** (*embed all fonts, send in actual size, -see sizes below*) or **JPEG** format (*minimum 300dpi, actual size*) can be emailed to the Editor. **Paper ads must be camera-(scanner) ready** and sent to the COP Office (*address is below*). All ads must be received by the Editor, or the COP office, by 11:59pm on the posted deadline. If the editor must add design work to your submission, you will be billed at \$60.00 per hour for the time.
- When you send your ad, please include a name and address for us to send your invoice. Also, let us know which months you want the ad to run. We will bill you for the months you specify. Billing is usually done quarterly. Please make checks payable to Columbus Outdoor Pursuits.

Issue Month	Deadline	Focus	Issue Month	Deadline	Focus
January	December 5	Caving	July	June 5	Unlimited
February	January 5	Boating	August	July 5	Unlimited
March	February 5	Bicycling	September	August 5	Hiking
April	March 5	Backpacking	October	September 5	Membership
May	April 5	Rock Climbing	November	October 5	Winter Activities
June	May 5	Unlimited	December	November 5	Unlimited

Size	Measurements	Cost per Month
Business Card	3 ½" wide x 2" high	\$12.00
1/6 page	2 ½" wide x 4 ¾" high	\$25.00
1/4 page	3 ¾" wide x 4 ¾" high	\$33.00
1/2 page	7 ¾" wide x 4 ¾" high	\$55.00
Full page *	7 ¾" wide x 10 1/4 high	\$120.00

\* **Full page ads** are available only rarely, on an available space basis. Please send artwork for both the full page ad you desire and a back up 1/2 page ad.

**Bakers Dozen** – Pay upfront for 12 months, get the 13<sup>th</sup> month free!

#### About the back cover...

- Priority goes to our regular advertisers, on a rotating basis.

**When space is limited**, priority will always go to COP content first, followed by our regular advertisers

*Ann Gerckens, Editor*

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Columbus Ohio 43220-2054  
614/ 442-7901 614/ 459-8044 fax  
editor@outdoor-pursuits.org www.outdoor-pursuits.org

## Advertising in Columbus Outdoors

Columbus Outdoor Pursuits (COP) is a 501-3(c) non-profit organization. As such, we take advantage of substantially reduced mailing rates through the Non-Profit Standard Mail permit issued through the US Postal Service (USPS). We use this permit for most of our bulk mailing, including our monthly publication, *Columbus Outdoors*. In order for COP to continue providing this quality newsletter to our members in a cost-effective manner, we must adhere to very stringent USPS restrictions regarding our mailing permit. COP's Advertising policy is based upon the USPS restrictions and ensures that we remain 100% compliant with these regulations.

### All submissions, non-paid submissions and paid advertisements must substantially relate to COP's mission.

To be substantially related, the product, service, activity must contribute importantly to the accomplishment of one or more of the qualifying purposes of Columbus Outdoor Pursuits. See "*What is COP's Mission?*" below.

These guidelines apply to activity clubs, non-profit organizations, for-profit companies, educational institutions, and government institutions.

The Editor must give final approval of all content before it is included in the newsletter.

### What is COP's Mission?

Columbus Outdoor Pursuits is a volunteer-based, participatory organization created to provide opportunities and education for outdoor recreation and activities and thereby aid in acquisition of a greater knowledge and appreciation of the out-of-doors and to develop self-reliant, community minded citizens.

We:

- Provide outdoor recreation education to the public, including safety and technique
- Organize and lead outdoor trips
- Train our own outdoor leaders
- Purchase and maintain a limited amount of equipment for use in our programs and activities
- Define outdoor recreation as primarily non-competitive, self-propelled activities such as backpacking, bicycling, kayaking, etc"

### These submissions cannot be placed in our newsletter:

- Any submission that *endorses* a service, product, or activity of an organization, institution, or company (OIC) – other than COP – or that *endorses* the OIC itself. (*OIC =organization, institution, or company*)
- Any advertisement or promotion of any credit, debit, or charge card or any OIC providing such services.
- Any advertisement or promotion of any insurance policy or any OIC providing such services.
- Any advertisement or promotion of travel arrangements or any OIC providing such services.

### These submissions can only be placed in the newsletter as a paid advertisement:

- Any promotion of a service, product, or activity that is administered and/or sponsored, in whole or in part, by COP but financially benefits and promotes another OIC.
- Any promotion of a service, product, or activity that is administered and/or sponsored, in whole or in part, by COP but promotes, although not financially benefits, another OIC.
- Any promotion of a service, product, activity, or OIC that is not administered by COP, regardless of COP sponsorship or benefit.
- Any submission that promotes services, products, activities of an OIC other than COP, or that promotes the OIC itself.

### These submissions can be placed in the newsletter as-is, without payment:

- a. Any promotion or endorsement of a service, product, or activity that is directly and solely administered and sponsored by COP – without financial benefit, promotion, or endorsement of another OIC.

- b. Any promotion of a service, product, or activity that is administered and sponsored by COP but may financially benefit, but does not promote or endorse, another OIC.
- c. Any article submitted by COP members, or the general public, that describes personal experiences or points of view and does not endorse or promote non-COP services, products, activities, or other OICs.

### Paid Advertisements

- Submitted in text-form, the ad may be arranged to meet the dimensions of the paid space.
- No stylistic formatting, except font selection if necessary, will be applied to the ad.
- Contact the Editor or the COP office for advertising approval, current rates, and payment deadlines.

### Non-paid Submissions

- All non-paid submissions are subject to stylistic formatting changes, typo and other minor corrections, and editing for space constraints in the newsletter.
- See *Newsletter Submission Guidelines* on page 3 for addition information regarding non-paid newsletter submissions, or contact the Editor or the COP Office.

## Newsletter Submission Guidelines, Or, How Do We Figure Out Which Submissions Can Go in the Newsletter?

(from USPS regulations and directives from Columbus PO Permit Mail Acceptance Office)

#	Question	Answer	Action	Example(s) of "Yes"
1	Does the submission mention, announce, promote, endorse bank cards, insurance, <b>travel</b> , or any OIC* that provide such services?	YES  NO	Do not place in newsletter  Continue to question #2	Any submissions from credit card, insurance, financial services, or travel companies. Also, anything that even mentions or announces such items or services.  Columbus Post Office Permit Mail Requirements Office has determined that <b>hostels, B&amp;Bs, and bike tours run by commercial companies</b> constitute travel and may not be carried in our publications that mail under our non-profit permit
2	Does the submission <i>endorse</i> anything that does not directly involve COP?	YES  NO	Do not place in newsletter  Continue to question #3	Any submission that recommends, supports, approves, sanctions anything not directly involving COP. For instance: <ul style="list-style-type: none"> <li>• recommending first aid classes through another organization (e.g., Red Cross, OSU)</li> <li>• approving a particular product manufacturer (e.g., "I only wear Rocky Boots because they make the best backpacking footwear.")</li> <li>• sanctioning political or environmental actions or laws (e.g., "The public should back bill 454 since it will protect gutter rats", "Sierra Club should buy the entire state of Michigan because buckeye tree supplies are dwindling in the UP.").</li> </ul>
3	Does the submission announce or promote anything that does <u>not</u> substantially relate** to COP's mission?	YES  NO	Do not place in newsletter  Continue to question #4	This is limitless – grocery stores, phone service, computers, camera club meetings, store openings, automobiles, picking grapes, voter registration, floor cleaners, real estate, ways to order wrapping paper, buying music online, football leagues – anything that does not relate to our mission.

#	Question	Answer	Action	Example(s) of "Yes"
4	Does the submission announce or promote something that does substantially relate to COP's mission, but does <u>not</u> directly involve COP in any manner (financially, administratively, etc.)?	YES  NO	Place as paid ad only  Continue to question #5	Announcements or promotions for: <ul style="list-style-type: none"> <li>• other bike club tours or races</li> <li>• adventure races or other competitive events</li> <li>• other outdoor activity clubs/organizations/institutions (Hoover Sailing Club, Sierra Club, Keelhaulers, West Virginia Association for Cave Studies, Ohio Bicycle Federation, Rails-to-Trails, etc.)</li> <li>• OICs that sell products related to our mission ( American Whitewater, CycleTech, Bob &amp; Bob's Cave Supplies, Bike shops, Nantahala Outdoor Center, Rocky Boots, Girl/Boy Scouts, etc., Outdoor Stores)</li> <li>• job openings for outdoor-related positions</li> <li>• fund raising events (UNCF walk-a-thon, Pedal-for-Pete, MS Bike Ride, etc.)</li> <li>• etc.</li> </ul>
5	Does the submission only involve COP? In other words, no other OIC financially benefits, administers, is promoted by, or is the subject of the submission?	YES  NO	Place without payment  Continue to question #6	<ul style="list-style-type: none"> <li>• Announcements, promotions, or articles for:</li> <li>• bike rides, boating trips, hiking trips, backpacking trips, caving trips, skiing trips, inline skating trips or any schools/events that does not directly involve any other OIC (e.g., eating at McDonald's is okay).</li> <li>• training/instruction/event held at a COP owned/rented locations (e.g., Executive Meetings in COP office building)</li> <li>• a reader's description of a personal experience or a point of view</li> </ul>
6	Does the submission announce or promote something involving (financially benefits, administers, promoted by, or sponsored by) COP <u>and</u> another OIC?	YES  NO	Continue to question #7  Contact Editor or COP office	<ul style="list-style-type: none"> <li>• Kayak II School takes place at Pike Lake State Park during the weekend (COP school and state park benefits financially)</li> <li>• Monthly membership meetings take place at the UU church (COP meeting and COP pays meeting room rental fee).</li> <li>• Bicycle maintenance class is held at the Tolles Technical Institute (COP organizes class but also pays meeting room rental fee).</li> <li>• Wilderness First Aid is taught by SOLO instructors (COP administers class but still pays SOLO)</li> <li>• COP helps sponsor a Hilliard 1<sup>st</sup> grade class to go to London to learn to make tea and biscuits</li> <li>• COP provides volunteers to help put up tents at a Girl Scout camp</li> </ul> <p>Note that these other OICs (Pike Lake SP, UU church, Tolles Technical Institute, SOLO, Girl Scouts) are all mentioned in the submission.</p> <ul style="list-style-type: none"> <li>• <b>NO Example:</b> TOSRV and GOBA are sponsored by other companies. COP administers events but National City and Bob Evans help sponsor one or the other events. However, National City and Bob Evans are not mentioned in the submission.</li> </ul>

7	Does COP administer/organize this "something"? In other words, does COP handle registration, logistics, liability, financials, etc.?	YES  NO	Continue to question #8  Place as paid ad only	<ul style="list-style-type: none"> <li>• Kayak II School is completely organized and managed by COP volunteers.</li> <li>• Monthly membership meetings are organized and managed by the COP office manager and the Activity Leaders.</li> <li>• Bicycle maintenance class is held at the Tolles Technical Institute was organized and taught by COP members.</li> <li>• Wilderness First Aid taught by SOLO instructors was administered by COP.</li> <li>• <u>NO example:</u> COP helps sponsor a Hilliard 1<sup>st</sup> grade class to go to London to learn to make tea and biscuits. COP only fronted money for the class; the class organized the trip themselves.</li> <li>• <u>NO example:</u> COP provides volunteers to help put up tents at a Girl Scout camp. COP requested volunteers via their website and newsletter. The Girl Scout troop leader organized the actual volunteer effort and work involved with the tents.</li> </ul>
8	Does this submission promote another OIC? In other words, the submission not only mentions the other OIC, but wording, typeface, quantity of description, etc. promote the other OIC in such a way that they seem to be a major contributor to the event, product, or service.	YES  NO	Place as paid ad only  Place without payment	<ul style="list-style-type: none"> <li>• Bicycle maintenance class is held at the Tolles Technical Institute. Tolles requires that submission have the Tolles logo be prominent and large, with additional wording describing their mission and services.</li> <li>• Red Cross first aid class is organized by COP, but the class application prominently features the Red Cross logo, as large, or larger than, COP logo.</li> <li>• <u>NO example:</u> Kayak II School takes place at Pike Lake State Park during the weekend, but the park is only mentioned in the description of the school for location purposes only.</li> <li>• <u>NO example:</u> Monthly membership meetings take place at the UU church, but the church is only mentioned for location purposes only.</li> <li>• <u>NO example:</u> Wilderness First Aid is taught by SOLO instructors, but SOLO is just mentioned in the description of the class for certification purposes only.</li> </ul>

\* organization, institution, or company

\*\* to be substantially related, the product, service, activity must contribute importantly to the accomplishment of one or more of the qualifying purposes of Columbus Outdoor Pursuits. See *What is COP's Mission?* for the qualifying purposes of COP.

**The admission of an advertisement and/or content in violation of these guidelines does not obligate Columbus Outdoor Pursuits to continue to run advertisements/content in violation of these guidelines.**

In other words, sometimes we make mistakes in spite of our good intentions. We try not to repeat these mistakes, after all, there are so many new ones to be made.