

## PROMENADE TIPS

We have many new officers assuming the duties of providing news articles and ads for the clubs. The following is intended to provide you with some guidance concerning what is expected of you. We want to thank all of you who have been doing such an excellent job for your clubs. It is a pleasure to get to work with you – keep up the good work!

**DEADLINES** - All submissions to the Promenade are due by the fifteenth of the month two months prior to their publication, i.e., the fifteenth of March for the May Promenade. **All submissions should be in our hands on the fifteenth of the month, which means they should be emailed or mailed a minimum of two or three days earlier than the deadline.**

**SUBMISSION FORMS** - We can only accept **ONE** submission form per club with all club information shown per form. Please use the new form that has been prepared by the Promenade editor. Those using email need to send a submission form also. The lists on the back pages are checked by comparing them to your submission form.

**The calendar for future annual dances will be scheduled and managed by the NORTEX Club Coordinator. After the dates are registered on the NORTEX calendar, the coordinator will provide the information to the Promenade editor for publishing. News, location changes, paid ads, guest callers/cuers, club directory ads, and lessons must appear every month on your submission form in order to appear in the respective sections in the month you wish the listings to appear. Please inform the Club Coordinator of all cancellations and scheduled lessons. This information is needed to maintain the NORTEX calendar.**

**NEWS ARTICLES** – Must be typed and no longer than **300** words. Please use simple fonts when typing, preferably Arial, font size 10. All articles are converted to single spaced, justified, and Arial 10. Special effects in the news article are not used, i.e., bold letters, repeated letters, all capital letters, repeated punctuation marks, underlining, etc. These will be edited out if they are used in your article. One exception to this is capital letters for acronyms. The intent of these articles is to give information on what the club has done and will be doing, i.e., banners won or retrieved, guest callers, special dances, etc. Please do not use jokes or personal trivia as these are not appropriate for these articles. That type of information is best suited for your club newsletter.

Please do not use columns. We would prefer that you do not try to help us with the layout. Beautifully typed pages already in columns do not scan well. **Please use a full page for your news article since a partial page cannot be placed in the alphabetical stack for the scanner.** We use an automatic document feeder to scan the news articles, so please do not use headers or footers as these will scan on other articles as well as yours.

If you send the news by email, please send it as an attachment with only the club name and the news on the page. The reason for this is for ease of scanning. If you put your news and guest callers on the same page, it is all scanned in together. Then we have to be sure we take out extraneous things when we edit the news.

**DIRECTORY ADS** –Your directory ads are graphics. To the computer it is a picture. We cannot change the wording that is on it. If your directory ad needs to be updated, someone in your club must do that and send it to us ready to be printed. An ad 3 ½ inches wide by 1 ¼ inches high is the maximum space available for a directory ad. Your ad should be slightly less than these dimensions so that all information will show. Please do not enclose your directory ad in a box. If you do, it will have to be removed to put it in the book.

**ADVERTISEMENTS** – Submit your ad in the same size as its publication size: one-eighth page – 3 ½" x 2 ¼"; one-fourth page – 3 ½" x 4 ¾"; one-half page 7 ¼" x 4 ¾"; and full page 7 ¼" x 10". These sizes are the maximum outside dimensions of the space for an ad. **Please do not submit your ads on a partial sheet of paper; use a full sheet for all ads regardless of size.**

Please do not enclose your ad in a box. If you use a decorative border, the border needs to be less than the maximum dimensions, or the border will have to be removed. Use a **Portrait** format presentation for quarter page and full-page ads and a **Landscape** format for presentation for your half page, one-eighth page, and directory ads. If you list two dances or more on the same ad, the earliest date, and only that date, will be used for the back page listing.

For best results, do not fold your ads as the creases in the paper are picked up by the scanner and sometimes cannot be removed. If the crease goes across the black ink, it can cause a smudge or a white line across the area.

**We may have to condense, rewrite, omit, or rearrange information submitted. All articles and advertising are subject to these conditions, with approval of the Publisher (NORTEX President).**

**If you lose your hall and have to cancel at the last minute, call your Editors. That is the one exception to the 15th of the month deadline. If we have not uploaded the Promenade to the printer, we will do whatever we can to help you.**

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