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## **Guidelines for Horse Associations Submissions**

### **Deadline**

All materials must be submitted five days prior to ad deadline. Submit them as early as possible. Submissions after that time may be held until the following month.

### **Calendar items**

Deadline for calendar items is the Monday prior to ad deadline. All items to be printed in the Horse Calendar should contain the following information:

1. Date of event (must be after the release date of paper)
2. Event name or brief description including location and time
3. Contact information

### **Editorial**

Submissions by e-mail are requested. If e-mail is not possible, please mail typed articles in as early as possible.

All articles should be copy ready meaning they should be just as you want them to appear. Editing may be necessary depending on length. Please do not submit items in all upper case letters. Include a headline – i.e., A word from the ABC Horse Association President, ABC Horse Association News, etc.

Keep releases relatively short, 200-500 words. Write clearly, addressing who, what, where, why and when.

### **Photos**

Due to space restrictions, please limit the number of photos to 4. Pick your best. Photos do not need to be touched up.

Photos need to be high-resolution, at least 300 dpi at a 4x6" size. Mailed photos need to be at least 4x6 inches on glossy paper.

Always supply captions. Give the first and last names of people in photos along with a description of what they are doing. If photos are from an event be sure to include the name, location and dates of the event.

Questions? Please call Lorna Quinn at 518-673-0142

E-mail submissions to: Lorna Quinn at [lquinn@leepub.com](mailto:lquinn@leepub.com)

Or mail to:

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11-6-17