

Official Publication of Region 21 Sweet Adelines International

# golden west

## MAGAZINE

559 S. Harbor Blvd., Suite A, Anaheim, CA 92805 • 714-563-9300 • Fax: 714-563-9310 • GWM@region21.org

Hello,

Welcome to *Golden West Magazine*, the official publication of Region 21! We are proud to serve the needs of Sweet Adelines in our Golden West region with vital information and communication presented in a high quality four-color glossy publication. *Golden West Magazine* is filled with news, images and color, reflecting the vibrancy of the region itself. My team of publishing, advertising, photography, and marketing professionals volunteer their time and expertise; and we hope our readers continue to be pleased with the results.

As readers, contributors, and advertisers, the members of Region 21 can use *Golden West Magazine* to build connections to sister Sweet Adelines. And, through advertising, *Golden West Magazine* can serve as a connection to the world, as it is the best way for non-members to reach this dynamic and creative group of performers. What follows is everything you need to know to utilize this powerful tool:

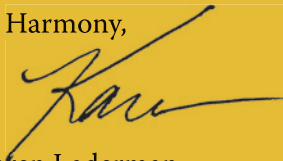
- Editorial Calendar (including all deadlines)
- Technical Requirements
- Advertising Rate Card
- Advertising Insertion Order Form

*Golden West Magazine* wants your participation! Let us know what your chorus and/or quartet are doing. Send us photos from events, rehearsals, parties—anything you might like to share with the region. And we are always looking for fresh talent—photographers and writers who would like to work “on assignment” are encouraged to inquire. Need to sell some costume inventory? Place a classified ad. Want to wish a double quartet good luck at Summer Seminar? Love Notes are available in every issue.

Do you need to publicize an upcoming show? Announce a new CD? Cheer on the competitors? Promote a fund-raiser? Does your business sell rhinestone earrings or dance shoes or travel services? Place a display advertisement in *Golden West Magazine*. Rates are extremely reasonable, starting at just \$20 for a business card-sized ad. And you will reach every member of Region 21 with your message. Submit your insertion order today. It's the best deal in barbershop!

If you have any questions, please feel free to contact me via e-mail ([GWM@region21.org](mailto:GWM@region21.org)) or at my work phone number 714-563-9300.

In Harmony,



Kafan Laderman

Editor, *Golden West Magazine*

Official Publication of Sweet Adelines International Region 21

[GWM@region21.org](mailto:GWM@region21.org)

*Serving Sweet Adelines from West Texas to Hawaii*



## EDITORIAL STATEMENT

*Golden West Magazine* is the official publication of Sweet Adelines International Region 21. Stories and photos published in *Golden West Magazine* are about the people and events of the region. Coverage of regional news includes the Regional Management Team, choruses, quartets, special programs, educational events, performances, and, of course, competitions. If it matters to the region and its membership, it will be in *Golden West Magazine*.

Regular features of the magazine include:

- Regional Management Team Communications
- Chorus and Quartet Updates
- Young Women In Harmony Information
- Regional Calendar

## EDITORIAL CALENDAR 2017-2018

*Golden West Magazine* is published three times a year for distribution at Summer Seminar, MusicFest (if applicable), and Spring Convention. The publication closes approximately five weeks prior to distribution and all materials are due the following week, approximately one month before distribution (exact deadlines listed below).

|                           | <b>Summer 2017</b> | <b>Fall/Winter 2017</b> | <b>Spring 2018</b> |
|---------------------------|--------------------|-------------------------|--------------------|
| <b>Space Reservation:</b> | 07/11/17           | 10/10/17                | 03/06/18           |
| <b>Copy/Art Due:</b>      | 07/18/17           | 10/17/17                | 03/13/18           |
| <b>Distribution:</b>      | 08/24/17           | 11/18/17                | 04/19/18           |

**Summer 2017** – Results of the Spring Competition, including other regional contests with Region 21 participants. Distributed at “Camp Sea Breeze” Summer Seminar in San Diego, CA.

**Fall 2017** – Highlights from Sweet Adelines International Convention and Competition in Las Vegas, NV and Summer Seminar. Distributed at MusicFest in NM.

**Spring 2018** – Year in Review, with a special emphasis on Young Women in Harmony coverage. Introduction of the new Region 21 Management Team. Distributed at Spring Convention and Competition in Phoenix, AZ.

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## TECHNICAL REQUIREMENTS

*Golden West Magazine* is a standard magazine-sized publication with varying column layouts. It is printed “direct to press” at 150 line screen on #100 Gloss Book from an Adobe InDesign for Mac electronic file.

**Text Submissions (Including Classified Ads/Love Notes):** All text must to be submitted electronically in the body of an e-mail. **DO NOT SEND ATTACHMENTS for text-only submissions.** Indicate the nature of your contribution in the subject line (e.g. ConTempo quartet submission, RMT column, YWIH Fund update submission, etc.). Send your text-only submissions to GWM@region21.org by the copy/art deadline. Classified ads/Love Notes payments must also be received by the copy/art deadline. No classified ad or Love Note will be printed without payment. **Text submissions are limited to 250 words**, are subject to editing, and will be included at the editor’s discretion on a space-available basis. Earlier submissions will receive preferential treatment in space-available situations. Please include a contact e-mail and phone number for all text submissions. Chorus columns should indicate the author (who may or may not be the submitting party). Quartet columns should be “signed” by the quartet members in “tenor, lead, baritone, bass” order. All other contributors should include their relevant “titles” for each submission.

**Photo Submissions:** Photo submissions are welcome/encouraged. Please send your photos as electronic files in .tiff or .jpeg format with a **minimum resolution of 300 dpi at no less than 3” wide** or as much resolution as you have. Many photo storage sites remove resolution from images to reduce file size, so please send files directly from your camera and not through a service. Provide the following identification information: photographer’s name, photographer’s chorus, event or setting, date, name(s) and chorus or quartet affiliation of all subjects within the image (working from back to front and left to right). For example, “Image #2: (from Holly Harmony, Happy Chorus) Ladies from the Happy Chorus work at their boutique table at 2012 Summer Seminar in Prescott, AZ; from left to right: Molly Smith, Molly’s mom Mindy Smith, and Mary Jones, all of the Happy Chorus.” If you do not have full identification information, please submit your images with as much information as you have. Images will be included at the editor’s discretion on a space-available basis. Hard copy prints are discouraged, but also may be submitted. If you wish to have your photos returned, submit them with a Self Addressed Stamped Envelope (SASE).

**Artwork/Advertising Submissions:** All submitted content (including chorus and quartet logos and other graphics) must be in CMYK color space with a **minimum resolution of 300 dpi at finished size** (see the Insertion Order form for finished sizes for advertisements). Advertisements must be submitted electronically. For best results, send all artwork in CMYK .tiff or .eps file format with fonts outlined and images embedded. A press-quality .pdf (CMYK, fonts outlined, minimum 350 dpi at finished size) may be submitted, but if you choose to submit a .pdf file, quality may not be commensurate with expectations. Please submit artwork via e-mail to GWM@region21.org or, if file size makes this impractical, mail a CD or DVD to *Golden West Magazine* c/o KAL Publications, Inc. 559 S. Harbor Blvd. Ste. A, Anaheim, CA 92805. If you need your media returned, please include a SASE.

**Questions? Don’t hesitate to e-mail or call the editor: GWM@region21.org**



## 2017-2018 INSERTION ORDER FORM

Advertiser \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_  
 Alt. Phone Number \_\_\_\_\_  
 E-mail: \_\_\_\_\_

|                           | Summer 2017 | Fall/Winter 2017 | Spring 2018 |
|---------------------------|-------------|------------------|-------------|
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| Insertion Date | Ad Size (see below) | Price | Description/Notes |
|----------------|---------------------|-------|-------------------|
| Summer 2017    |                     |       |                   |
| Fall 2017      |                     |       |                   |
| Spring 2018    |                     |       |                   |

Make checks payable to “Golden West Region 21” and mail with your insertion order—must be received by the “Space Reservation” deadline—to *Golden West Magazine* c/o KAL Publications, Inc.  
 559 S. Harbor Blvd. Ste. A, Anaheim, CA 92805.

## ADVERTISING RATES and MECHANICAL REQUIREMENTS

*RATE CARD – Effective May 1, 2017*

*For non-standard size ads, contact the editor for availability and pricing.*

| Ad Size<br><small>(non-cover ads are no trim, no bleed)</small> | Width” x Height” | Rate (per issue) |
|---|------------------|------------------|
| Outside Back Cover Full Page*                                   | 8.50” x 11.00”   | \$150.00         |
| Inside Cover Full Page*   | 8.50” x 11.00”   | \$150.00         |
| Full Page   | 7.75” x 10.25”   | \$100.00         |
| 1/2 Page Horizontal   | 7.75” x 5.00”    | \$50.00          |
| 1/2 Page Vertical   | 3.75” x 10.25”   | \$50.00          |
| 1/2 Page Island   | 5.00” x 7.75”    | \$50.00          |
| 1/4 Page Horizontal   | 5.00” x 3.75”    | \$30.00          |
| 1/4 Page Vertical   | 3.75” x 5.00”    | \$30.00          |
| Business Card   | 3.50” x 2.00”    | \$20.00          |
| Love Notes/Classified Ads                                       | per 25 words     | \$5.00           |

\*Contact editor for availability; use a minimum 1/4” margin for all text/content; 3-sided bleed available, add 1/8” trim per side if ad uses bleed.