

ICCFA[®] MAGAZINE

CEMETERY

CREMATION

FUNERAL

Submitting press releases

Have you held a groundbreaking or grand opening for a new facility? Hired or promoted someone? Is your company offering a new or updated product to cemeteries and/or funeral homes? Have you recently held an unusual service or a successful seminar at your location? Share your news with colleagues all over the world—send it in to ICCFA Magazine! It's a simple way to receive some well-deserved publicity for you and your staff and to share ideas with peers.

■ Submission specifics

Please use the following guidelines for submitting your press release:

- Releases must be typed. We prefer to receive them by e-mail, either as an attached Word document (file name must end in .doc) or as text within the body of the e-mail. (If you do not have e-mail, you may fax or mail hard copy or a disc.)

Submit to:

(e-mail) sloving@iccf.com

(snail mail) ICCFA Magazine Managing Editor, 107 Carpenter Drive, Suite 100, Sterling, VA 20164

(fax) 703.391.8416

When e-mailing, the best subject line is “(Name of company) Press Release.” Also, please make sure all releases include full contact information, including your full name and title and the company's name, address, Web address and the telephone number potential customers should use. *If you are a PR person writing for a client, please include full contact information for the client* as well as for yourself.

- Photos are encouraged. Please refer to “Taking and submitting photos” for details—*before* taking the photos.
- Releases of any length will be considered but will be edited as required for style and space considerations.
- Remember, deadlines for submission are well in advance of publication (for example, the January issue goes to press in early December, and press releases must be received in November). Call or e-mail the managing editor for deadline information for a particular issue. While ICCFA Magazine may schedule a release for a designated issue, we may pull it at any time or bump it to a later issue due to space restrictions or other reasons.
- Include your name, title, company name, address and office or home phone number where you can be reached during the day, as well as fax number and e-mail address.

ICCFA Magazine is the official membership publication of the International Cemetery, Cremation and Funeral Association. Its international readership includes individuals from every area of the memorialization and remembrance field. Our readers are committed to the advancement of the cemetery, cremation and funeral profession, and most play active roles in operating and managing cemeteries, funeral homes, crematories and memorial design companies.

ICCF/ICCF/ Magazine; 107 Carpenter Drive, Suite 100, Sterling, VA 20164



INTERNATIONAL CEMETERY, CREMATION[®]
AND FUNERAL ASSOCIATION

Thank you for your interest in contributing to ICCF/ Magazine, the official publication of the ICCF/. Questions? Contact: Managing Editor Susan Loving, sloving@iccf.com 1.800.645.7700; FAX 703.391.8416

Taking and submitting photos

Photographs and other artwork grab the reader's attention and often illustrate or explain a subject much better than words can do. Think about it from the reader's point of view: Would you rather see a description and photo of a crematory garden, or a casket panel or an arrangements room, or a lengthy description with no photo? Which provides more information?

In order to keep quality high, our printer representatives require us to adhere to strict standards for all artwork submitted—a reasonable requirement on their part, since no printer in the world can turn a low-resolution photo into a beautiful four-color magazine illustration. What the printer *can* do is make sure the artwork submitted will look its best.

■ For press releases (Supply line, Update)

* Glossy color or black and white photos (*not* pictures clipped from brochures or other printed materials) are always acceptable. (Don't forget the captions!)

* High-resolution, high-quality digital photos may be e-mailed or saved onto a CD and mailed. (Don't forget the captions!)

■ For stories

* If your byline is on an article, or if you are being interviewed for an article, you must send us a head shot, in addition to other artwork to illustrate the story. (This should be discussed with the managing editor or interviewer.) In general, this will usually include photos of your facility inside and out, horizontal and vertical shots, close-ups and wider shots. Items such as brochures can be mailed in.

■ Before you take the photos

* If your camera has a setting for placing a time/date stamp on the photo, please **turn it off**.

* Digital cameras come from the factory preset to take *low-resolution* (Internet quality) photos. Magazine printing **requires high-resolution photos**. Yes, your zillion-megapixel camera is capable of taking photos we cannot print simply because it was set to take low-resolution photos. See your owner's manual for how to change the resolution for your camera to the highest setting possible. This must be done before the photos are taken—once the photos are taken at low-resolution, it is too late! This also means that we cannot use photos from your Web site, unless you have high-resolution versions of them.

* If you're going to be submitting photos we'll want to run large and/or on the cover, you may want to consider providing glossies rather than going digital. Unless you have a digital SLR camera, or a professional taking the photos, digital photos are not going to match the quality of glossies, especially if the photos need to be blown up in size/cropped in tight.

■ Taking head shots

* Make sure the background is neutral—you don't want anything in the background to look like it's coming out of the person's head. Get in close, but not too close, especially with a flash.

■ Scanning photos

* Photos must be 300 dpi at reproduction size. This means that a 4 by 6 photo scanned in at 300 dpi cannot run any larger than 4 by 6, so photos that need to be printed larger in order to show details or faces must be scanned in at higher resolution. If you're unsure about scanning, mail us the photos and ask us to scan them in (please note if you want them returned).

■ Don't forget captions!

* Photos are useless without captions, so make sure you include information about **who** is doing **what**, **where** and **when**, making it clear which caption goes with which photo, and who is who (left to right). Also, though providing a selection of photos is a good thing, please do not send in a CD containing dozens (or hundreds) of photos of an event—it's overwhelming for one person to go through. Please select a variety that capture the scope of the event, and send those in, with captions.

■ Where to send artwork

E-mail photos files to: sloving@iccfa.com (RGB jpg files are best for e-mailing—please do not attempt to e-mail tiff files!)

Mail photos or CDs to: Susan Loving, ICCFA Magazine, 107 Carpenter Drive, Suite 100, Sterling, VA 20164. (Please make sure glossies and film are protected from bending, and don't attach them with paper clips.)

ICCFA/ICCFA Magazine; 107 Carpenter Drive, Suite 100, Sterling, VA 20164
