
Using ICCFA Magazine to reach your customers

Advertising

Ads deliver your message when and how you want. You control the look and content. Our supplier relations manager, Rick Platter, can help you plan an advertising campaign that meets your goals and budget. Contact Rick rickp@iccfa.com or 1.800.645.7700, ext. 1213. You can download a media kit, including an editorial calendar and advertising insertion form, from our Web site at www.iccfa.com. Simply click on “Advertising/Exhibiting.” To have a media kit mailed or faxed to you, call 1.800.645.7700.

Editorial

■ **Press releases for Supply line:** Launching a new product? Offering a new service? Hiring, promoting or honoring employees? Supply line is where our readers turn to get a quick overview of the latest news from the companies they rely on to serve their customers. Please refer to our “Press release guidelines” for information on format, deadlines, etc., and to “Taking and submitting photos” for information on artwork.

■ **Feature stories or a Preneed Sales Success column:** Suppliers are a valuable source of stories for ICCFA Magazine. A feature story or column is not a long, detailed press release—it is an altogether different animal. In a press release, you explain and extoll *your* product or service, you talk about how *your* product or service meets a need. In a story, you draw on and share the knowledge and information you have about some aspect of the cemetery, cremation, funeral service and memorialization profession.

For example, if your company provides Web design services, you could write about, say, “The seven things every cemetery or funeral home Web site should include.” If your company sells cremation urns, you could write about ways funeral directors can improve presentations to cremation families. Or perhaps your company has been involved with a project at a cemetery or funeral home that presented interesting challenges from which others could learn.

Our Preneed Sales Success column focuses on building success in sales, particularly the preneed sales of funeral and cemetery products and services. Submission inquiries are welcome.

If you have an idea for a story or column, e-mail ICCFA Magazine Managing Editor Susan Loving *before* writing. In contrast to press releases, which can be submitted close to deadline, stories must be discussed and submitted well in advance. Writing a feature story is not a quick and easy process. Anyone who thinks of it as “free advertising” will soon realize that the time and effort involved make it far from “free.”

The idea of putting that much effort into something that does *not* focus on promoting the product/service you are hoping to sell may sound a little crazy, but obviously a number of suppliers find it rewarding. Writing bylined articles is a good way to gain exposure and make a name for yourself as an “expert.” It’s another way of networking and establishing your credentials as someone knowledgeable about the profession, someone worth talking to and perhaps buying from.

ONLINE LINK: We ask authors to supply an e-mail address, if possible, to make it easy for readers to contact them with feedback or for more information, as well as the URL for their company’s Web site.

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.

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



Thank you for your interest in contributing to ICCFA Magazine, the official publication of the ICCFA. Questions? Contact:
Managing Editor Susan Loving, sloving@iccfa.com
Supplier Relations Manager Rick Platter, rickp@iccfa.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.)

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