

# Guidelines for submitting annual conference information to Garden Pathways

## General:

- Provide name of conference publicity chair along with contact information to *Pathways* editor no later than January of year prior to conference. Provide a JPEG file of the conference logo to the editor at this time.
- Provide a copy of the conference logo to the editor at this time.
- Transmit all copy in document format (no pdf files, please).
- Transmit all graphics, including and pictures, including conference logo, as JPEG files.
- When submitting a group shot, limit number of people, and identify the group and/or the individuals.
- The conference budget will cover the cost of paper, printing and other additional costs incurred.

## Spring Issue

- Deadline: March 15 or earlier
- 200 – 250 words
- A brief introduction to the conference, for example: featured speakers, program highlights, etc. Will be on interior page.

## Summer issue

- Deadline: June 15 or earlier
- 300 – 350 words
- Provide more detail or focus on another aspect of the conference. Again this will be an interior article.
- Include conference logo or picture if desired, but will reduce the amount of space available for the article.

## Fall issue

- Deadline: September 15 or earlier
- Front page of *Pathways* will be devoted to the conference.
- Approximately 400 words
- Include a picture and/or the conference logo if desired, but this will further limit the allowable words.

## Winter issue

- Deadline: December 15 or earlier.
- Conference information will be handled as an insert in the newsletter. Please specify paper color preference, if there is one. If no preference is given, white will be used. The editor has the right to make the final decision on this.
- Submit copy in both pdf and doc formats. Submit all pictures/graphics as jpeg files.
- Pictures of the featured speaker(s) may be included if space allows.
- Copy must fit on eight (8) pages (two 11 x 17 sheets, printed 2-sided, single fold)
- Include copy of conference logo and any other art/pictures used as jpeg files.