

SUNSHINE BRIDGE NEWS INFORMATION and SUBMISSION GUIDELINES

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The Sunshine Bridge News is produced four times per year in even three-month issues, covering December-February, March-May, June-August, and September-November. The due dates for **all** submissions are:

Mar-May: **JANUARY 15**

Jun-Aug: **APRIL 15**

Sept-Nov: **JULY 15**

Dec-Feb: **OCTOBER 15**

Deadlines are hard; submissions received after the deadline may not be included in the magazine. It is the responsibility of each contributor or tournament to note and abide by the deadline.

Questions, comments, and suggestions should be sent to the Editor at the above email address.

TOURNAMENT ADS

All tournament ads should be submitted by the deadline by the tournament staff to both the SBN Editor and the ACBL (tournaments@acbl.org) for approval and posting. Ads that have not been approved by the ACBL cannot be printed and the SBN Editor cannot make edits/corrections to ads without approval by ACBL. These submissions must be print ready.

- Full-page: 5.5" x 8.5", portrait orientation
- Half-page: 4.25" x 5.5", landscape orientation

PDF format is greatly preferred, in as high resolution as possible. This is often noted as "print quality" in PDF programs. Ads submitted in other formats (Word, JPEG, etc.) do not print well.

Please make your ad colorful and interesting! There are many free graphics programs available online to help with ad design.

SECTIONALS: Sectionals each receive half-page ad, complimentary run once in the issue covering their tournament month. We will try to include ads tournaments in the first two weeks of a month after the end of an issue in that previous issue as space allows – i.e., we will try to publish the ad for a tournament on March 8-10 in the Dec-Feb issue. Chairs for tournaments in these two overlap weeks should contact the Editor with questions, but plan to be in the earlier issue.

Space allowing, sectionals may choose to upgrade their ad to a full page for \$175. Tournaments wishing to do so should email the Editor well in advance of the deadline. Tournaments wishing to run their ad more than once should also contact the Editor.

Please consider the legibility of your ad at a fairly small size and design accordingly.

Sectional Ads should include:

- Tournament Name, Location with address, Dates
- Tournament Chair and other Points of Contact Info
- Playing Schedule, Stratification, Entry Fees

If you are just repurposing a previous year's ad, please double check all your details, particularly YEAR. Directions to the playing site are not generally recommended for a half-page ad.

If a tournament wishes to also create a full-page ad to include more info than fits on a half-page, it can be submitted to the ACBL for posting as well as posted on the D9 website.

REGIONALS: Regionals receive full-page ads, complimentary run twice in the issue covering their tournament month and the previous issue.

Regional Ads should include:

- Tournament Name, Location with address, Dates
- Tournament Chair and other Points of Contact Info
- Playing Schedule and Stratification
- Notice of Junior Games
- Host Hotel Info

OTHER ADS: Space permitting, ads can be bought by clubs and other bridge entities. The same submission guidelines and deadlines apply as for tournament ads. All ads will be subject to editorial approval and the Editor and District 9 reserve the right to refuse any ad.

The rates for D9 bridge clubs are:

- Half-page \$175
- Full-page \$300

Other non-D9-club interested parties should contact the Editor for ad rates.

UNIT PAGES

Units 102, 219, 240, and 243 receive three pages each, and Unit 128 receives five pages (exclusive of ads.) In rare cases, Unit pages may be shortened for space concerns, but we hope that will be very seldomly needed. Each Unit's Liaison is responsible for collating the Unit submission and sending it to the Editor by the deadline. Word documents are preferred, with any pictures as stand-alone files.

Units also get one extra page (two for Unit 128) for election information per year – please contact the Editor well in advance of the deadline for the issue when your Unit will want its extra page(s).

It is generally up to each Unit to decide how to fill their pages, subject to editorial approval, but suggested content includes:

- Listing of Unit Officers and Board Members with contact info
- President's Message
- Club News (with pictures!)
- Tournament Results (with pictures!)
- Big Games (72% or 70% are common – the choice of which to include is up to the Unit)
- Story submissions from Unit members

COLUMNS AND ARTICLES

We prefer to run up to eight articles per issue written by our columnists and D9 members, as space allows. Each column/article should plan to take up one page, which generally works out to about 600-650 words. If a column includes hand diagrams, those do take a lot of space and the word count should be lower. Columns should be submitted as Word documents; font and size will be converted to SBN standards.

We prefer to publish original content written for the SBN, but we do also reprint columns selected from notable bridge players.

Members who are not standing columnists but are interested in submitting a column should contact the Editor. All articles are due by the standard deadlines.

PICTURES

All pictures should be submitted as separate files (not embedded in a document or email) and named to make them easy to identify. Please don't send images titled "IMG_2045", but rather something like "Smith-Jones Orlando."

Send us the highest resolution pictures you can, and DO NOT crop them. It is much better for the quality of the photo to send the whole thing and let the SBN staff crop it down to the relevant sections.

Please supply a caption for each picture, and if more than one person is in a picture, send the names IN ORDER left-right.