

Iowa Water Trail Association Newsletter

Submission Guidelines

Updated 2/27/13

The IWTA Newsletter is a monthly email publication sent to a “permission-based” subscriber list at the beginning of each month. We promptly add or delete subscribers as they wish, and we do not share our subscriber list with other organizations. A mid-month event-reminder issue may be issued during particularly busy times of the year.

The mission of the IWTA Newsletter is to facilitate the exchange of information, ideas and encouragement among lowans working to create, enhance, or utilize our water trails. We are interested in planned water trail-related events, reports on those events, and general interest articles relating to Iowa water trails. Our subscribers particularly enjoy reading about successes, failures, and lessons-learned in articles shared by other water trail activists.

If you have an outline, rough copy, or just an idea for your event or article, we will do our best to support you with proofreading, writing, copy editing or photo editing.

Our submission guidelines:

- All submissions should be emailed to iowawta@gmail.com.
- Time-sensitive items should be received at least one week prior to the end of a month to appear in the next issue.
- General-interest items are welcome as soon as available; publication may be delayed based on deadlines, topic, or appropriate time of year.
- Brevity is a virtue, to help ensure that items are read. We try to limit announcements and reports to less than one-half page, feature and educational items to less than a full page, but exceptions may be made if content warrants.
- We like to link readers to event and organization websites for additional information, event details, registration, maps, & last-minute schedule changes.
- We prefer to work in Word format, Arial 10 point font, with no background color.
- We prefer images in jpeg format, 1000 pixel max width, and we can resize them if needed. Generally, 1 photo will support brief event announcements, 2 photos for longer reports, and 2 or 3 for feature/educational items. More photos would be justified for some human-interest stories, a step-by-step education piece, etc. We also like to use logos of groups, events, departments, etc., also in jpeg format

Everyone has valuable experiences to share--we look forward to hearing from you.