

SONOMA VALLEY BUSINESS
EDITORIAL GUIDELINES FOR CHAMBER MEMBERS

One of the benefits of your membership in the Sonoma Valley Chamber of Commerce is the exclusive opportunity to promote your business or organization in *Sonoma Valley Business*, an award-winning bimonthly magazine produced by the Chamber in partnership with *The Sonoma Index-Tribune*. It has a circulation of approximately 12,000 readers. These guidelines are designed to help you make the most of this free promotional opportunity.

WHAT WE ARE LOOKING FOR

The Chamber staff generates some of the content for *Sonoma Valley Business*, but most of it is submitted by businesses, nonprofits, and regular contributors—all of whom are Chamber members. We count on your support to create a publication that is interesting, informative, and timely, not just for your fellow Chamber members, but for the Sonoma Valley community at large. Our goal is to provide features and news from a perspective that readers won't find in any other publication.

SUBMISSION OPPORTUNITIES

Most Chamber members submit short items for the “Business Briefs” (for-profits) or “Focus on Community” (nonprofits) pages. We have a limited amount of space to offer to our more than 725 Chamber members each issue. The more newsworthy your submission, the better its chance of appearing.

What counts as news?

- ◆ Opening a new business or new location
- ◆ Remodeling or expanding current facilities
- ◆ Moving
- ◆ New staff members or staff promotions
- ◆ Expanded hours, or new services, exhibits, or programs
- ◆ Special customer or member promotion
- ◆ Special promotion opportunity for other businesses
- ◆ Receiving an award, certification, or other professional recognition
- ◆ Participating in a noteworthy event
- ◆ Hosting or sponsoring an event
- ◆ Launch of a book, Web site, or other publication
- ◆ Fund-raising results
- ◆ Call for new members or volunteers

We welcome photos to accompany your submission. And, if you haven't already, be sure to include *Sonoma Valley Business* on your mailing list for press releases. We work from those, too. Send your releases to Editor, Sonoma Valley Business, c/o Sonoma Valley Chamber of Commerce, 651-A Broadway, Sonoma 95476, or to kathy@sonomachamber.com.

If you're feeling more ambitious, you might want to develop a by-lined article—for example a how-to story on a business-related topic or an overview of trends in your industry. If you have an idea for a feature story, contact Jennifer Yankovich at the Chamber office (996-1033, jennifer@sonomachamber.com).

Sonoma Valley Business typically profiles at least one member business in each issue, either in depth or in brief. In-depth stories are staff-generated, and we will contact you for interviews and story approvals.

TONE, STYLE, AND LENGTH

When preparing a *Sonoma Valley Business* submission, please keep in mind that you are addressing a professional business audience. Generally speaking, write in the third person, using standard straight news style. Be concise. “Business Briefs” and “Focus on Community” items should run no longer than 200 words—most are 75 to 150 words. Columns and longer news stories typically run 300 to 400 words. For guidance, review recent issues of *Sonoma Valley Business*.

STORY DEADLINES

A very short window of time exists between your submission deadline and the one the Chamber must meet with the *Index-Tribune* in order to get *Sonoma Valley Business* out on schedule. Your promptness helps ensure that your news will appear in the upcoming issue.

<u>Due to Chamber</u>	<u>Issue</u>
December 1	January/February
February 1	March/April
April 1	May/June
June 1	July/August
August 1	September/October
October 1	November/December

Each issue comes out the first week of the first month; for example, the March/April issue appears the first week of March. The magazine reaches readers two ways: *Index-Tribune* readers receive the magazine as an insert in the newspaper, and approximately 2,000 Sonoma Valley businesses receive the magazine in the mail.

SUBMISSION INSTRUCTIONS

Submit your article to Kathy Perry at the Chamber office either in Microsoft Word format as an e-mail attachment or as e-mail text on or before the deadline. The e-mail address is kathy@sonomachamber.com. Submit photos as digital images (preferably in JPEG format) or prints. The Chamber's Outreach Coordinator, Yaquelin Alvarez, is available to help Spanish-speaking members prepare their submissions. Call her at 996-1033.

WHAT HAPPENS TO YOUR STORY AFTER YOU SUBMIT IT

The Chamber staff will review and edit your story for style and length. Because of limited space, we are not always able to include all the submissions we receive. Priority goes to the most timely, newsworthy items. We also try to cover as wide a representation of members as possible. If we can't use your submission for one issue, we might be able to use in the next one, and we will make every effort to do so.

IF YOU HAVE QUESTIONS, PLEASE CALL THE CHAMBER OFFICE AT **996-1033**.

TO LEARN ABOUT ADVERTISING OPPORTUNITES, PLEASE CALL THE
INDEX-TRIBUNE AT **938-2111**.

THANK YOU FOR YOUR INTEREST!