



SEND YOUR QUERIES/ARTICLES TO

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Guidelines for Contributors

Pennsylvania Magazine

by Matt Holliday, editor, revised May 2020

PAYMENT FOR ITEMS / TYPICAL USAGE

We purchase First North American serial rights for one-time use. Our fees are 15- to 20-cents per published word.

Payment for photos with an article are usually \$35 to \$45 per image. Fees for images used in other areas of the magazine can be higher: cover is \$150 (\$250 for wrap-around cover), contents and Editor's Choice are \$85, Mailbox is \$45 to \$65, and photo essay is \$45 to \$85 per image.

RoundUp (front of the book items)

- Usually 400-800 words, 2-4 photos
- Longer items can be 800-1100 words, up to 6 photos

Features

- Short (up to 1,000 words or less, three photos)
- Medium (1,100 to 1,750 words, 3-5 photos)
- Long (1,750 to 2,500 words, 5-8 photos)

Town and Country

- Usually about 600 words with one photo

Handling / Reimbursement fees:

- We may pay a handling fee for images that you obtain from a subject's file or for efforts in research for images from public domain sources; this is intended to compensate you for your efforts.
- We may also reimburse for any related fees (for photo reproduction or publication fees) that we approve prior to arranging for such images through individuals, museums, libraries and / or historical societies.
- We rarely pay travel expenses
- Sometimes we assign topics to contributors, but we don't do so with contributors who are new to us.

Contributors (who provide engaging articles about Pennsylvania's history, people, places and events at our published rates) allow us to provide a magazine that is sold at the newsstand, subscribed to by people who learn about it, and renewed by our subscribers.

We buy one-time use rights to articles that I believe will be of interest to our subscribers. Typically they have the following characteristics:

• Statewide interest

The article topic must interest readers in Erie and Scranton, as well as readers in Bloomsburg and Bellefonte.

• Pennsylvania tie-in

The link to Pennsylvania is clearly seen.

• Lively text

Tight copy that pulls the reader from the head and subhead through to the article's last word.

• Engaging photos

The photos must be engaging. I want the reader, because of the photos, to want to read the captions, and after reading the captions, to be eager to read the article.

WE RELY UPON FREELANCE CONTRIBUTORS

To see if your style (types of articles you can produce, payment you need to receive, ability to provide what we need) will work well with ours, **please take the time to review these guidelines.**

BEGIN WITH A QUERY VIA EMAIL

Compose a concise email (not an attachment) to show how your idea will be of interest to our readers and why you are the one to do the work. Show me how you will cover the topic using words and pictures.

Use your query letter to demonstrate that you can provide a text that is lively and accurate. And, if you intend to contribute photos with your text (or if you'll work with someone else) let me know how the submitted images will cause our readers to read your text. When possible, include PDFs of prior work and/or links to your work with your query.

Once I have your query and other materials, you can expect a reply in about two weeks. (If it is a timely topic, such as a festival that's happening in one week, include "QUERY: Quick Response Needed" in the subject line of your email.)

I want to receive queries on topics by contributors who give me confidence in their writing ability and their knowledge of and connection to the subject being covered. Queries like this receive a response to go ahead with the idea.

If your query doesn't suit our present needs, I will tell you why (possible reasons include): not the right time for the subject, the subject has been covered in the past five or so years, or it's not a topic that suits the magazine.

RECENTLY COVERED TOPICS:

- Weekend getaways: Mercersburg, Easton, Hawley/Honesdale, Bloomsburg, and Chestnut Hill (separate issues)
- Dodge NHRA Nationals (drag racing) at Maple Grove Raceway
- Refurbished fountains at Longwood Gardens, Kennett Square
- Rail trail in Cambria and Indiana counties
- Bogs in western Pennsylvania
- Ma and Pa Railroad in Muddy Creek Forks
- Shared commercial kitchens in Pennsylvania
- Cow to cone ice cream dairies in Pennsylvania
- Dog acrobatic activities and round barn in Adams County
- Gettysburg on horseback
- Sullivan Expedition in Revolutionary War
- Meadowcroft Rockshelter in Avella
- Living Dead Museum in Butler County
- Bartram's Garden in Philadelphia
- Brandywine Valley Christmas attractions
- Lancaster Marionette Theatre
- A Revolutionary War prisoner of war camp in York County
- Dinosaurs for rent by a Selinsgrove-based business
- Ray Owen, storyteller and raconteur
- Sue Hand, artist and storyteller of coal country
- Vintage baseball teams and tournament
- Short-eared owl, habitat and activities (photo essay)
- Aquatic insects in Pennsylvania
- Museum of the American Revolution and David Library of the American Revolution
- It's a Wonderful Life celebration in Indiana
- Christkindlemarkt in Mifflinburg
- Redball Military Transport fall meet
- Conestoga Area Historical Society
- Sawmill Center for the Arts, Cooksburg
- Schuylkill River paddling through the history of canals and coal
- Timothy Hughes Rare and Early Newspapers in South Williamsport

HOW TO SUBMIT YOUR ARTICLE

- 1. Use one package.** It is better to wait until you have everything than sending in bits and pieces.
- 2. Share the glory.** Supply the names and addresses of those involved in the article. You will need to supply written permission for our use of photos/illustrations from their owners/copyright owners and their names so we can provide credit.
- 3. Include contact info.** for subjects featured in the magazine so we can send them a copy upon publication.
- 4. Remember that we'll edit everything.** All written materials submitted are subject to editing for style, clarity, flow and organization. This editing is intended to keep a cohesive, familiar style for readers of the magazine. If you want your material to appear "as is," don't send it to us.
- 5. Use the Associated Press Stylebook.** Do not use any terms such as first, only, or unique unless you include a citation of this authority with your text. Beware of generalizations.
- 6. Write in the active voice.**
- 7. Orient the reader quickly.** Cite the location of a person, place or event in the first paragraph and include the county—Terry Smith of Camp Hill, Cumberland County. Omit county references for the following: Erie, Harrisburg, Lancaster, Philadelphia, Pittsburgh, Scranton, Allentown, Bethlehem and York.
- 8. Deadlines gladly given, but we're flexible.** We will probably give you a deadline for when the article is due. We are flexible, though, and can reschedule items as needed to allow contributors to prioritize events in their lives. I usually specify a scheduled issue on publication agreements, but that might change.
- 9. Your first submission is on speculation.** When I respond favorably to a query from a potential contributor who has not worked with the magazine before, this does not constitute an assignment (and we will not pay a kill fee if the materials are not acceptable). A contributor new to me submits only on speculation. Payment for accepted materials is usually made upon acceptance.
- 10. We purchase first, one-time** use rights of your original materials. We then own our edited, published version. If we want to publish your material on our website, we'll contact you for those rights. You can resell your original copy/photos elsewhere after our publication of your material.
- 11. Include a short bio sentence** with your article text so that your hometown, county, and any related interest you may have in the subject can appear at the end of your article. We can place your email address in the bio, if you'd like.

NOTES ABOUT PHOTOS

1. You are welcome to contribute your own photos with your articles. We may or may not use them.
2. We pay separately for images and text.
3. Let us know if you plan to work with someone you know to provide images for your approved story.
4. We like to receive many images (with different orientations [horizontal and vertical] and content) so that we can choose the images that will work best with the article and the issue in which it appears.
5. Sometimes we will include a "shot list" of the best scenes to include.