North Star Magazine
Content Guidelines

The *North Star* is published by the North Country Trail Association (NCTA), a private, not-for-profit 501(c)(3) organization. It is published quarterly for promotional and educational purposes and as a benefit of membership in the Association. It is distributed both in print and online. All rights reserved. No part of this publication may be reproduced in any form without written permission of the NCTA. Contact **northstar@northcountrytrail.org** with questions or to submit content.

Anyone is welcome to submit content. Publication is not guaranteed. Unless specified or requested otherwise by the author, the NCTA reserves the right to save submitted content for publication in future issues, or to publish it on alternative NCTA communications channels, including but not limited to social media, website blog, and marketing materials. All submitted content is subject to review and editing by the *North Star* Editor, NCTA staff, and potentially the volunteer *North Star* Editorial Advisory Committee.

Content Length
Content should be as long as needed to tell the story. With the current magazine layout, 300-400 words covers about a half-page. An average feature (including images) is typically 800-1200 words. A specific number of pages within the magazine cannot be promised to an author.

File Type of Content Submissions

a. **Text.** Shared Google Docs links or Microsoft Word documents attached to email are preferred. PDFs or content in the body of an email are acceptable.

b. **Photos.** Images should be .jpg or .png files, either attached to email or shared via file storage platforms. Resolution must be at least 300 dpi or the photos will not be accepted for inclusion in the magazine. Including at least one photo to accompany text content is preferred, though not required. Multiple photo submissions per article are encouraged. Include the photographer's name in the file name or indicate it elsewhere (e.g. as a footnote in the article itself). If the photographer is not known, the *North Star* Editor will use "provided by [author's name]."

Placement Requests
Authors may request their content be placed in specific locations within the *North Star*, such as a

photo to be considered for the cover or an article to be placed in a specific column. Please specify these requests with content submission emails. Not all requests may be fulfilled.

Deadlines

Content must be submitted to the Editor (**northstar@northcountrytrail.org**) by the following deadlines if it is to be considered for inclusion in the subsequent issue. If content is received past the deadline, it will be filed for consideration in a future issue.

Winter Issue	Spring Issue	Summer Issue	Fall Issue
January 1	**April 1**	**July 1**	**September 15**

Distribution

Unless unforeseen production challenges arise, each issue is distributed to NCTA members on the following schedule. Please take this into consideration when submitting content that includes participation deadlines or other time-sensitive information.

Winter Issue	Spring Issue	Summer Issue	Fall Issue
Mid-February	**Mid-May**	**Mid-August**	**Early November**

Payment

A majority of *North Star* content is submitted on a voluntary basis. Requests to be paid for content submissions may be made, but contracts and/or payment are not guaranteed.