

The Restorer

MODEL A FORD CLUB OF AMERICA



Official Publication of the Model A Ford Club of America, Inc.

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Overview

This document is meant to offer helpful information to MAFCA members and advertisers for submission of information to be published in *The Restorer* magazine. It attempts to cover the basic departments within the magazine, as well as photographic requirements and tips. Chapters and individuals should look at these guidelines as a “How To” document. It is not meant to replace or circumvent the MAFCA By-laws or the MAFCA Policy manual.

The Restorer magazine is published bimonthly and mailed to over 15,000 MAFCA members and chapters. These Model A enthusiasts look forward to prompt and reliable delivery of the magazine. As such, the club endeavors to gather much information from many sources for each and every issue. To aid the publisher, members are asked to become familiar with the requirements and adhere to them.

If you need individual help both the MAFCA Office and the MAFCA Editor are always willing to answer your questions and offer advice.



Please Do Not Bend or Fold



Model A Ford Club of America, Inc.
250 S. Cypress Street
La Habra, CA 90631-5515

Telephone: 562-697-2712
Toll-free: 866-379-3619 Orders
Only
FAX: 562-690-7452

E-mail address: info@mafca.com
Visit our Web site at: www.mafca.com

Office hours: 8:30 a.m. to 5:00 p.m.
Telephones answered 10:00 a.m. to
4:00 p.m. Pacific Time
Monday through Friday.

Jim Spawn, Editor
1912 Clay Street
N. Kansas City, MO 64116

Telephone: 816-471-1931
Alternate phone: 816-421-1991
FAX: 816-421-1991

E-mail address: restorer@mafca.com
Office hours: 9:00 a.m. to 5:00 p.m.
Central Time
Monday through Friday

Submitting Articles

The Restorer magazine is the official publication of the Model A Ford Club of America, Inc., which is a non-profit corporation of California and a national historical society dedicated to the restoration and preservation of the Model A Ford automobile as manufactured from 1928 through 1931. As such, the magazine publishes a wide variety of articles:

- How To Restore technical articles.
- Stories about Model A's, their history or owners.
- Reports of Model A events and tours.
- Era Fashion articles.
- MAFCA Meets and Events.
- Tiny Tips from Members.

Other articles are published via standing departments:

- Steering Column
 - written by the MAFCA President
- MAFCA History
 - summary of past issues written by Charlie Scott
- Chapter Chatter
 - written by Chapter Coordinator
- En Vogue
 - written by Lynete Marcione
- Tech Q & A
 - written by Technical Director
- Letters To The Editor
 - compiled by Jim Spawn

MAFCA welcomes all contributions.

All submissions should be sent to:

MODEL A FORD CLUB OF AMERICA, Inc.
250 S. Cypress Street
La Habra, CA 90631-5515

• How To Restore technical articles.

Instructional articles about various phases of restoration and repair of the Model A Ford are highly encouraged. Articles are reviewed by the Editor. If selected by the Editor, the article is sent to the MAFCA Technical Director for review. This step is for technical accuracy of the information presented. After review by the Technical Director, any article may be deemed not publishable. However, in most cases, technical articles are accepted. The Editor or the Technical Director may contact the author for clarification of any unclear points.

Photographs and/or illustrations are highly recommended for all articles published in *The Restorer*, especially for technical articles. Make sure to read the sections about Photography for tips.

The text should be submitted

- typed double spaced on white paper with a one-inch border single-sided only.
- or via computer disk saved as "Text Only" "Plain Text", ASCII Text, or Microsoft Word document.
- or if submitted via email, the text should be copied into the email form and not sent as an attachment.

Original illustrations should be mailed flat and well protected. ***Do not fold or staple illustrations.***

Members are reminded that certain technical articles may qualify for consideration of the Bill Reeder Literary Award. This award is presented annually to an individual who has prepared and had published in *The Restorer* a technical article on the Model A Ford. The article shall cover specific steps, variations, choice of materials or parts and advice of the author on some phase of Model A restoration. The article shall be at least 500 words in length, with ample illustrations, photos and/or sketches. For complete details, request Part II, Section 5, Subsection C - Bill Reeder Literary Award of the MAFCA Policy Manual from the MAFCA Office or at www.mafca.com.

• Stories about Model A's, their history or owners.

Readers of *The Restorer* enjoy articles about all things related to the Model A Ford. This area has broad boundaries but may include specific automobiles or trucks and their adventures. These articles should be written first hand, but family members or good story-tellers can also do a good job. Once again, good photographs or historical documents really add to the interest and readability.

Some topics often written about are:

- The History Of My Car.
- How I Acquired My Car.
- Interesting Parts or Era Accessories.
- Trips, Tours or Adventures.
- Henry Ford or Ford Motor Company History.
- Model A Use During the '20's and '30's.

• **Reports of Model A events and tours.**

Many chapters hold regional meets and special tours. Often these are the highlight of the year and held at historical or other special locations. Birds of a feather do flock together. Therefore, nothing is as exciting as a large group of Model A Fords on tour or gathered for group fun. Recording and reporting on these events makes for good reading, too. If you are the designated reporter/photographer, feel free to submit a recap of the events. Here are some tips:

- Use ample photographs and don't forget the names of those shown.
- Stick to the facts. Readers don't need to know what time you stopped for gas or lunch.
- If you report the results of a regional car show, make sure not to offend the participants of other events, like era fashion show, gymkhana, Hubley derby, etc.

• **Era Fashion articles.**

Articles about Era Fashion are welcomed. Similar to review of technical articles, era fashion articles are reviewed by the Fashion Editor and the chairperson of the Era Fashion Committee prior to acceptance for publication. These reviews help to insure the information presented is accurate and of interest. Photographs and/or illustrations are a must.

• **MAFCA Meets and Events.**

The MAFCA National Convention, Regional Meets and the Annual Membership Meeting and Banquet are events that qualify for special coverage in *The Restorer*. Each of these types of events have a written contract or agreement between MAFCA and the host group that will include details about the type and amount of coverage space provided. Host groups are urged to appoint a contact person to work with the Editor to maximize this opportunity. The Editor can offer guidance about pre and post event coverage.

• **Tiny Tips from Members.**

This feature is currently included in each issue. Members are welcome to submit small articles of a technical or mechanical nature. A single photograph, drawing or illustration should be included.

Photo Requirements

Nothing adds more to a great publication than outstanding photographs. *The Restorer* attempts to use as many pictures as possible provided they are of good quality and add to the story or article. The photographic world is rapidly changing with the advent of digital photography and other advancements. Each month we received a great many photos of Model A Fords, people, places and parts. Remember that a bad photograph can ruin an otherwise excellent article. Make sure that pictures are clear and in focus. Here are some general tips to help your odds of being selected for publication.

Print Photographs

- Color or Black and White photos are both acceptable.
- Order smooth matte or glossy finish prints. Rough matte finish that emulates a canvas type look loses detail when scanned.
- Do not fold, staple or bend photos.
- Do not crop photos with a scissors. If you have a suggestion or something that needs to be cropped out either write a note describing it or use post-a-notes to outline the area.
- When taking pictures, fill the frame with your subject. This means get close to subject, if the subject is the important part of the photo composition.
- If you would like to have your photos returned, enclose a self-addressed postage-paid return envelope.

Historical One Of A Kind Prints

- Readers truly enjoy seeing old photographs of our Model A's. They can really make a story jump to life and we highly recommend them.
- Forward your important photos via certified mail or other means that will give you a receipt that the photos were received.
- Old photos many times will have scratches, tears or stains on them. Don't worry about that. We'll do our best to retouch them.

Scanning Your Own Pictures

- Some members may wish to scan their own photographs and submit them as a digital file. This is acceptable, but there are some important rules to follow.
- First, you need to know that for commercial printing the scans must be made at 300 dpi (dots per inch). If you know how to set your scanner for 300 dpi go ahead. But if you don't, send us the photographs for scanning. Most scanners are set at 72 dpi as the default which is far below our minimum requirement.
- Do not do any color correction or adjustments to brightness or contrast. We'll do that.

Digital Photography

- Digital photography has improved dramatically in the past few years. Once thought to be only useful for web sites and Internet posting, it has gained acceptance for commercial printing as camera quality has improved. Many cell phones have outstanding cameras.
- In general, you need an above average camera to capture images that are large enough to be used for commercial printing. If your camera is rated at less than 3 megapixels, your images just won't work.
- Digital cameras are set at 72 dpi (dots per inch). All computer monitors are set to 72 dpi also. So you can easily have a low resolution image that looks great on your computer screen, but it may not work for the magazine. Remember, commercial printing requires 300 dpi.
- The method used to adjust 72 dpi images up to 300 dpi reduces the size of the image. So you have to have a really big image to start with.
- Set your camera to the highest setting possible before you take pictures that you intend to submit. The megapixel rating of your camera determines how big a file you can capture. Again, if your camera is less than 3 megapixels, you cannot capture enough information, even at its highest setting, to convert to our needs.

Extra Copies

The Restorer editor supplies advance copies to authors of major articles and those whose Model A's appear on the covers. Additional copies can be purchased from the MAFCOA Office.

Do's and Don'ts

- **Do** include your name, phone number, email address, and mailing address prominently in all correspondence.
- **Do** submit original photographs. If you want them returned, enclose a self-address, postage paid return envelope. We'll take good care of your pictures and see that they get mailed back to you when we're done.
- **Do** email your chapter news to MAFCANews@aol.com. This email address is used solely for chapter news and we only retrieve them periodically. Make sure you put your chapter name in both the subject line and also at the front of the text and put the writers name at the end. Also remember to limit your report to 75 words.
- **Do** put your name on everything. Letters, photographs, CD's, and disks, Computer files should be named with something unique to you. Files named "Model A" or "Restorer" are not unique on this end. A better choice is something like "Joe Doakes 1931 Coupe.jpg."
- **Do not** submit scanned photographs that have been reprinted on your home printer. The quality just isn't good enough for commercial printing.
- **Do not** cut or trim photographs with a scissors. If you have a suggested crop either use post-a-notes or draw a sketch to explain what you'd like to see.
- **Do not** attach files containing your chapter news, instead, insert or type it into the email form. Chapter news will easily fit into the email form.
- **Do not** name computer files "Model A," or "Restorer." Use a unique name for them such as your name.

Deadlines

Issue:	Deadline:
March-April	January 20
May-June	March 20
July-August	May 20
September-October	July 20
November-December	September 20
January-February	November 20

These dates are used for Chapter News, Classified Ad submission and display advertising.

MAFCA's Literary Awards

What may turn out to be a surprise to many of our readers is a long-standing award program for articles selected for their excellence and have been published in *The Restorer*. MAFCA began recognizing the writers of these articles for their excellent work many years ago, but most members are not aware that the award program exists. Here is a brief description of the various awards given to authors of outstanding articles published in *The Restorer*:

Bill Reeder Literary Award

Bill Reeder had an uncommon ability of communicating in writing, the techniques he used in restoring the Model A Ford. Many of Bill's articles, which were technical in nature, appeared in *The Restorer* over the years and most of those articles were printed in the "How To" series of books published by MAFCA. In honor of this very special man, the Bill Reeder Literary Award is given to one individual each year who submits a technical article which meets the following criteria: a) It has originality (The subject has not been covered before); b) It is clearly written and illustrated (Meaning it is understandable.); c) It is thorough (It gives the average restorer enough information to repeat the process); d) It must have wide appeal (That is, common to all Model A owners, rather than to a particular body style). The Bill Reeder Literary Award is considered the Premier MAFCA Literary Award.

President's Literary Award

Once the Bill Reeder Award recipient has been selected, the MAFCA Board President then selects an article, which could include Tiny Tips, short subjects or a cartoon, but it does not include articles from Editorial Staff contributors to the magazine. Articles printed previously in *The Restorer*, or other publications are not eligible either. The criteria for this award is summarized as follows: a) Presentation (Is the article well written or adequately illustrated?); b) Conclusive (Does it achieve its purpose?); Originality (Is it new subject material?); c) Contribution (Is it a significant contribution to the Model A enthusiast?) After the Bill Reeder Literary Award, this award takes precedence over all other literary awards. This is an annual award.

Editor's Literary Award

Once the Reeder Award and the President's Literary Award recipients have been determined, the Editor selects an article he or she thinks is worthy of recognition, and will exclude those written by regular contributors to the magazine. Furthermore, the article shall be well illustrated with photos and/or sketches adequate for the subject matter. There are several criteria used in judging this annual award, including some of those mentioned in the other awards above, but without belaboring the point, it would be well to keep in mind that neatness, professionalism and originality counts in qualifying for this award.

Director's Literary Award

The purpose of the Director's Literary Award is to honor annually an individual who has not received any other MAFCA literary award and who has prepared and had published in *The Restorer* an article, which could include anything relevant to the hobby,

life experiences or membership. All individuals, including regular contributors are eligible for consideration of this award. The recipient of this award is determined only after the Bill Reeder Award recipient, the President's Literary Award recipient and the Editor's Literary Award recipient have been selected and shall take precedence over other literary award selections. Articles previously published in *The Restorer* or other publications, other than MAFCA Chapter Newsletters, are not eligible. The article need not be technical in nature, but should be relevant to the hobby. (Amusing, inspiring or teaching!)

Era Fashion Literary Award

The purpose of the Era Fashion Literary Award is to honor an individual who has written and had published in *The Restorer* an article on era fashions, which is deserving of recognition. In the event the winning article is co-authored, multiple awards will be given. The article should be well documented, approved by the Fashion Editor and Era Fashion Committee chairperson and pertain to the Model A Ford Era Fashions. This is an annual award presented at the National Awards Banquet. Past winners of this award shall remain eligible to receive awards for subsequent articles. Here again, original, well written and illustrated (if appropriate), and properly researched articles will be considered. Spelling, punctuation and double spacing of the article are important too, as it is in all the other articles to be considered for any of the above awards.

Jim Ryner Photograph of the Year Award

The purpose of the Jim Ryner Award is to honor annually a MAFCA member who has prepared and had published in *The Restorer* a photograph which was particularly inspiring, instructional, and/or interesting. This award would exclude regular contributors to the magazine. Photographs previously published in *The Restorer* or other publications, other than MAFCA Chapter Newsletters, are not eligible. Photographs by current MAFCA officers and Directors in the normal performance of their duties are not eligible. Photograph may be in color or black and white with no preference given to one format or the other. Photographs may be digital in format or film including slides. Photographs submitted during the prior 12 months ending with the September/October issue shall be considered for the Photograph of the Year Award and shall be judged by the Editor of *The Restorer*, Publications Director, and MAFCA President. The Photograph of the Year Award is to be announced and presented by the current MAFCA Publication Director, at the National Awards Banquet. See MAFCA Policy P2S05-V Jim Ryner Photograph of the Year Award for more details.

I hope this gives you some ideas for your article! *The Restorer* editor is always interested in good articles for future issues. Maybe yours will be selected for publication and who knows, you may be called some day to accept one of these great awards!

Jim Spawn, Editor

Note: Only current members of MAFCA are eligible to win Literary Awards.

MODEL A FORD CLUB OF AMERICA

The Restorer is the official publication of the Model A Ford Club of America, a non-profit corporation of California and a national historical society dedicated to the restoration and preservation of the Model A Ford automobile as manufactured from 1928 through 1931. Written for the Model A Ford enthusiast, *The Restorer* is the world's most widely read magazine devoted to a single automobile. Each issue contains indepth articles about the development of the Model A Ford, the restoration and maintenance of the Model A Ford, club activities, era fashion, Chapter news, etc. Current circulation is 15,500 copies.

Classified Advertising rates are:

A. Rates for Members:

First 30 words plus name and address	FREE
Each additional word	\$.30
Photo charge for each image	\$8.00

B. Rates for Non-Members:

First 30 words plus name and address	\$40.00
Each additional word	\$.50
Photo charge for each image	\$10.00

COMMERCIAL ADVERTISING RATE SCHEDULE (Color or B&W)

SIZE	1X	2X	3X	4X	5X	6X
Full Page	700	1,300	1,900	2,400	2,900	3,300
1/2 Page	400	700	1,000	1,300	1,600	1,800
1/4 Page	210	400	600	800	920	1,050
1/6 Page	170	320	450	590	800	900
1/8 Page	130	250	360	450	550	650
Business Card	60	120	175	200	260	300

COMMERCIAL ADVERTISING RATE SCHEDULE - PREMIER SPACE

Advertising space is also available on the inside front and inside back covers. The one-time rate is \$1,050 for a full page. Advertisers can also earn a six-time discount. Payment for the first five insertions is \$1,050 and then the sixth insertion is only \$330... a discount of \$720.00.

Insertions:	1X	2X	3X	4X	5X	6X
Full Page Only 7.375 x 9.875"	\$1,050	\$2,100	\$3,050	\$4,100	\$5,150	\$5,500

All materials should be sent to:

James Spawn, Editor
The Restorer magazine
 Model A Ford Club of America
 250 South Cypress
 La Habra, CA 90631

For advertising questions contact:
 James Spawn: 816-421-1991

Advertising Ad Sizes		
SIZE	Width	Height
Full Page	7 1/4	9 3/4
Half Page	7 1/4	4 3/4
Third Page	2 3/8	9 1/8
Quarter Page	3 5/8	4 3/4
Sixth Page	2 3/8	4 3/4
Eight Page	3 5/8	2 3/8
Business Card	3 1/2	1 3/4



DISPLAY AD INSERTION ORDER

Date: _____

Advertiser: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Email: _____ Contact: _____

SIZE	Width	Height	Start Issue	No. Issues
_____ Full Page	7 1/4	9 3/4	_____	_____
_____ Half Page	7 1/4	4 3/4	_____	_____
_____ Third Page	2 3/8	9 1/8	_____	_____
_____ Quarter Page	3 5/8	4 3/4	_____	_____
_____ Sixth Page	2 3/8	4 3/4	_____	_____
_____ Eight Page	3 5/8	2 3/8	_____	_____
_____ Business Card	3 1/2	1 3/4	_____	_____

Method of Payment

_____ Payment Received. Amount per issue: _____ Total: _____

_____ Bill on publication. Amount per issue: _____ Total: _____

Artwork

Attached hard copy: _____ Email to editor: _____

Attached On disk or CD: _____ Other: _____

DEADLINES

January/February	November 20
March/April	January 20
May/June	March 20
July/August	May 20
September/October	July 20
November/December	September 20

Special Instructions:

Processed by: _____