



Information and specification for the submission of News Releases to *Bus Tours Magazine*

Effective September 1, 2001

Thank you for requesting information on submitting news release material for *Bus Tours Magazine*. Since *Bus Tours Magazine* is directed specifically toward motorcoach tour planners in the United States and Canada, it has some very unique editorial requirements. The following information is provided to guide you in preparing and submitting material so that it meets the needs of readers and meets the criteria for acceptance for publication.

General Guidelines

It is impossible for *Bus Tours Magazine* to publish all of the news releases submitted. Those meeting the following guidelines are most likely to be accepted for publication:

- Material should be written for or at least modified for bus tour planners in the United States and Canada. While we will accept and print general travel releases, those releases which mention “bus tours” and “group tours” receive preference. Releases directed specifically at the bus tour market receive a very high preference.
- Releases which enclose an appropriate photo or illustration are given a high preference for acceptance. Our first choice is color slides and our second choice is color prints.
- Releases which mention dates should reach us six months in advance. It normally takes six months from the time we receive material to go through the process of publication, tour planning and tour selling.
- There are no restrictions on membership or affiliation for companies and individuals mentioned.
- Any of the standard news release formats are appropriate. We prefer that releases be sent via regular mail with an enclosed appropriate illustration to:

Bus Tours Magazine
9698 W. Judson Road
Polo, Illinois 61064

Specific News Columns

News releases may be submitted for any of the following departments. There is no need to mark your material since the *Bus Tours Magazine* editorial staff will put releases where they are the most appropriate.

Bus Tours News

This column includes news items of interest to bus tour planners. Releases should specifically mention and

indicate a relationship between the news information and group tours, motorcoach tours or group tours.

Bus Tour People

This column includes releases on individuals employed by organizations who deal with bus tour planners or by bus tour companies. The individual may have taken a new position, may have been promoted, or may have been given new responsibilities. The release should specifically mention the individual’s work to bus or group tour planners. Photos should be identified with the name of the individual on the back.

New Tour Publications

This column is normally positioned immediately following “Bus Tours News” and includes information on new directories, guides or video tapes which are specifically directed at bus tour planners or group tour planners. Material on the availability of related items such as shells or brochures will also be considered if directed primarily at bus tour planners. The release should include an address and/or phone number so that readers can call or write to obtain copies.

Betting on Bus Tours

Although similar to “Bus Tours News,” this column features news and notes on casinos, bingo halls, riverboats and race tracks. It normally appears in its own column in between or following feature articles.

Timely Tour Tips

This section is published near the front of the magazine and includes news and other developments that are of particular interest to bus tour planners. Text is limited to one paragraph and photos or other illustrations are not normally included. In addition to submitting material via regular mail, material for this column may be submitted via e-mail to btm@busmag.com.

Additional Information

For additional information, please contact us at:

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