

# EnCompass Magazine Freelancer Guidelines, 2007–2008

*EnCompass* is the magazine for members of AAA Colorado, with a circulation of more than 320,000. We publish bimonthly (six issues per year). The majority of our travel articles pertain to Colorado and the West, but we also feature other regions of the United States, and one or two international destinations per year. Other copy in the magazine (travel, leisure, member benefits, car care and other issues of interest to the motoring public) is written by full-time staff.

Readers' ages range from 16 to 75+, with the largest percentage in the 35-to-44 range. The majority are college educated and have above-average incomes. 53% are women. They travel more than twice the national average, and are generally confident and informed travelers. 41% participate in outdoor adventure activities.

We buy the right to use your article/images in one issue of the magazine (Colorado-only circulation), on our website, and potentially to reprint the final page design in archives and to illustrate our promotional material such as rate cards or brochures.

## For Writers

***We do not work with previously unpublished writers***, with the exception of the "My Colorado" essay contest in each issue, which showcases reader submissions. "My Colorado" is not considered to be a freelancer article for the purposes of these guidelines.

We plan our destinations first, and only then look for writers who cover that destination. For this reason, ***please do not send queries***. Send a list of the destinations or specialty topics you regularly cover, along with two or three clips of published works (photocopies OK) to give us an idea of your writing style, ***by mail*** in June or July to the address below.

We plan and assign the year's editorial calendar by August, for the following year. Submit your clips and destination list in June or July for consideration in next year's issues.

After we match a writer with a destination, we work with you to develop a specific story idea for that destination. Feature articles are generally around 1,200 words. We look for original, informative articles written in a concise, conversational tone. Articles should have a tightly focused subject and well-defined slant. When appropriate, the story should include quotes. Accuracy is vital. Stories from sponsored trips are OK. We purchase 15-20 travel articles per year. We do not buy fiction, poetry or product sales pitches.

## For Photographers

We purchase photography throughout the year. A call for image submissions on upcoming topics is sent by email irregularly several times a year. Please contact us if you would like to be added to the mailing list.

We accept transparencies but prefer TIFF or JPEG. Please send only low-res files for initial consideration, or a link to your online lightbox. All care will be taken with transparencies, and those which are not selected for publication will be returned as soon as possible after we decide they are not needed.

## Payment

Writing rates start at 30 cents per word, with higher rates at the discretion of the editor. If you supply photography to accompany your article, we pay an additional amount per image used, as described below.

Photography rates depend on how the image is used:

- Main cover image: \$500
- Inside, double page: \$500
- Inside, full page: \$300
- 2/3 page: \$250
- 1/2 page: \$200
- 1/3 page: \$150
- 1/4 page: \$100
- 1/6 to 1/8 page: \$75
- Small spot image: \$30 - \$50

Payment is made by check within a week after publication. Transparencies and other items which were used will also be returned at this time, along with copies of the magazine for your files.

### **Contact**

Carrie Patrick, Managing Editor  
AAA Colorado  
4100 E. Arkansas Ave  
Denver, CO 80222  
Phone 303-753-8800, ext. 8207  
Email [cpatrick@colorado.aaa.com](mailto:cpatrick@colorado.aaa.com)