

2010 Calendar Submission Guidelines for *Mommy Magazine's* Events Calendar

Readers love our comprehensive events calendar and the wide range of fun, family-friendly choices it provides. What readers do *not* love, however, is to show up at an event—with kids in tow—only to discover the date, time, age range, or price was incorrect. As such, we adhere to the following guidelines to ensure accuracy and completeness.

WHAT INFORMATION DO YOU NEED ABOUT MY EVENT?

To be considered for inclusion on our print or web calendar, each event listing must contain the following info:

1. Event Name
2. Location
3. Date
4. Recurrence (e.g., every Monday, or every 3rd Friday)
5. Start Time and End Time
6. Age range
7. Price
8. Description (apart from what has already been described)
9. Contact info (at least one: phone, e-mail, website)
10. Sponsoring Organization (if different than the location)

E-mail the event information to
calendar@sarasotamommy.com.

WHAT IF THERE IS NO CHANGE TO MY EVENT?

Reply back with an email saying exactly that. **Every two months, you must confirm that the information has not changed**, and that we should keep publishing the same exact entry. Once we get your email confirmation, the entry will be eligible to appear in the upcoming issue, and the web calendar entry will be eligible to remain active for the published timeframe for the upcoming issue.

If we published your entry in the previous issue, we have your email on file and this email will be included in our group email reminder that we send out to prompt you to update/confirm your entry. Annual deadlines:

Print Issue	Calendar Deadline	Published Timeframe*
January/February	December 1	Jan 1 – Feb 28
March/April	February 1	Mar 1 – April 30
May/June	April 1	May 1 – June 30
July/August	June 1	July 1 – Aug 31
September/October	August 1	Sep 1 – Oct 31
November/December	October 1	Nov 1 – Dec 31

*Once confirmed for a particular issue, your ongoing event stays valid until the end of the published timeframe.

If we do not receive confirmation from you before each issue (every other month), the entry expires.

IS MY EVENT GUARANTEED TO BE INCLUDED?

No. All events are subject to a space-permitting rule, along with an 'appropriateness' rule. If you are a current advertiser, you get first priority for your events and we make every effort to include all of your events that satisfy our criteria. Then as space permits, we add in family-friendly events that are free to attend. Finally, we consider fee-based events that are of significant interest or value to our readers, and/or to the community. This determination is made solely by *Mommy*.

WHY IS MY LISTING DIFFERENT THAN HOW I SENT IT?

Check our web calendar first, if you think there is a mistake or change in your entry. Here's how the process works.

1. **We enter the full description onto the web calendar.** We do make some structural changes so everyone's entries are more consistent, with time/location up front, and contact and price at the end of the listing, etc. But we keep the detail.
2. The week before we go to print, we go to the web calendar and export a giant spreadsheet of everything for the upcoming issue's published time period.
3. **Then...we see what fits!** It's different every time. For example, the Mar/April issue is one of the busiest times for us, event-wise, because of all the spring festivals and fundraisers and easter egg hunts, spring break camps, registration for summer camps, etc. So is the holiday issue. And depending on how many advertisers we have for a given issue, we may have a lot more events. To fit the print space we have available, we edit down the descriptions. This doesn't change the web, just what appears in print.
4. The editing is random because we are mostly just trying to fit items into columns. E.g., if all the events for "Monday" are fitting neatly into the Monday column except for one or two lines, long descriptions will get cut to make it fit. But we try to keep the entry itself, even if it just has the bare-bones info such as location, start time, and website.
5. The editing is also random because we assume you (the event owner) would rather have the long description in at least some of the entries than consistently not have it at all. Huh, you say? Even if we have to cut the description from one class in a series—say the Monday class—if those words from the description fit just fine on a different day (e.g., same class also held on Friday), then we leave them in. Since we deal with a different quantity of events each issue, the cuts are different each time.
6. We do take into account which events are from advertisers. As a perk, advertisers get to take advantage of quantity—multiple events on multiple days. But the calendar still exists primarily as a service to readers, and no one but us owns the final say over how the entries read. So for a given issue, if we just don't have room, we have to find it somewhere.
7. If you go to the web calendar, you should see most everything you requested in the descriptions, since space isn't an issue there. So you don't have to keep resending the description each time unless something has changed. But at least you know that we do have the full description, even if you don't always see it. The web entry is our starting point for each subsequent issue.

WHAT ABOUT NONPROFITS?

We offer advertising discounts to nonprofits; if you are an advertiser, your events take priority. In our area we are blessed with literally hundreds of nonprofit organizations. While we would love to, we are unable to offer free calendar inclusion for all of the events for all of these agencies. We apply the same event acceptance criteria (listed above) to nonprofits as we do to other businesses and agencies. **The best way to ensure your event makes our calendar is to take out an ad. Email sales@sarasotamommy.com.**