



## Information and specification for the submission of Feature Articles to *Bus Tours Magazine*

Effective December 15, 2000

**T**hank you for requesting our guidelines for writing and submitting articles for *Bus Tours Magazine*. Articles published in *Bus Tours Magazine* require specialized information geared toward bus tour planners.

### Feature Articles on Individual Companies

Articles are accepted and published on an individual attraction, motel or restaurant, which are new to soliciting the bus tour trade or who have an interesting story to tell.

It is preferred the article start off with a combination of history and background of the company. Specific geographic information should be provided so the reader is not left in doubt as to the location. A simple map may also be helpful.

Information in the article should be directed at bus tour planners. Specific requirements and needs for bus tour planners must be included in the text. Information on proximity to attractions, restaurants and lodging is also very helpful to the readers. If the company provides local packages it should be mentioned along with a brief description of the type of packages offered. The availability of any brochures, group price lists or video material suitable for bus tour planners should be mentioned.

The article should end with the name, mailing address and phone number of the contact person for bus tour planners.

### Feature Articles on Areas or Regions

This type of article is normally provided by or supervised by a Convention and Visitors Bureau, a Chamber Of Commerce, or another type of tour promotion agency. It attempts to cover all of the area's potential bus tour activity such as attractions, restaurants, lodging, and walk-on guide service. Sufficient information should be provided so a tour planner can develop a tour from the data in the article.

The article should start with historic and geographic information. Individual tour stops and suppliers can be presented geographically, by category, or in any other manner suitable to the writer and area.

Information on parks, outlet malls, public buildings and other free attractions should also be mentioned in the text. Stops that are not suitable for bus tour groups, are too small to handle bus tour groups, or do not want bus tour group business should not be mentioned. The writer is encouraged to provide a simple map showing the location of the various stops and points of interest mentioned in the text.

The article should end with the name, address and phone number of the contact person who can provide bus tour planners with more information on the area. If available, local packaging or a tour planner's guide should be mentioned.

Here is the information which should be included in every *Bus Tours Magazine* article if possible:

#### Attractions

##### Admission

- group rates
- any comp policies for driver and tour escort

##### Hours of Operation

- specify days and hours of operation
- advise whether operations are seasonal or limited to certain days or months
- group appointment policy

##### Tours

- guided or self guided tours
- recommended tour time in hours

##### Additional Items

- local packages
- restaurant on premises
- gift shop
- handicap accessibility
- affiliations with other attractions, restaurants or accommodations
- bus parking

#### Restaurants

##### Cuisine

- type of food available
- availability of group menu or buffet
- specific theme or design

##### Reservations

- advise if reservations are needed for groups

##### Payment

- method of payment for whole group or individuals
- payment in advance, billed, or at time of the meal
- comp policy for bus driver and tour escort

##### Additional Items

- local packages
- private rooms or areas available to groups
- gift shop on premises
- handicap accessibility
- bus parking

#### Lodging

##### Size and Rates

- number of units

- availability of group rates
- comp policy for bus driver and tour escort
- luggage handling assistance

#### **Method of Payment**

- deposit requirements
- billing policies

#### **Reservations**

- reservation policy
- availability pre-registration

#### **Additional Items**

- special gift or reception provided for tour groups
- local packages
- indoor/outdoor swimming pool
- health or sports equipment
- restaurant on premises
- gift shop on premises
- proximity to nearby attractions
- handicap accessibility
- bus parking

#### **Walk-On Guide Service**

- specify areas or attractions covered by walk-on guides
- walking tours available
- other available services

#### **Bus Parking**

The following bus parking information should be furnished for all attractions, restaurants and lodging.

- Parking for motorcoaches, indicating cost, size, and location
- Special instructions for drop off and pick up
- Driver's lounge if available

#### **Motorcoach Services**

#### **Services Available**

- wash and lavatory service
- interior cleaning service
- diesel fuel
- minor or major repairs
- availability of replacement drivers or buses

#### **Appointments/Reservations**

- appointment and reservation policy

#### **Payment Method**

- types of payment accepted
- billing policy

#### **Graphics**

- slides or color photographs of attractions and points of interest mentioned in the article
- a map detailing the locations of each attraction listed in the article.

- map should indicate location of each attraction, plus bus parking, and special bus routes if applicable

## **Questions on Articles**

#### **Membership**

Mention in articles is not restricted by membership subscription, advertising, or in any way other than suitability for bus tour groups.

#### **Length**

It is preferred articles be double spaced and typewritten. Articles on individual attractions should range from 3 to 6 pages in length. Area articles should range from 6 to 20 pages in length. In all cases additional length is acceptable if the article has meaningful information for bus tour planners.

#### **Illustrations**

We prefer at least two illustrations be submitted for each double spaced typewritten page of text. Where possible, illustrations should show things mentioned in the text. Color photos and colored slides are preferred. With major articles we do prefer a few photos of vertical format. Cover photos are developed from a vertical format slide or photo and include a motorcoach. Before taking photographs for the cover, please contact our office for specifications. Our policy is to return any photographic material after publication. Please avoid submitting digital photos.

#### **Acceptance and Scheduling**

Due to the specialized readership of *Bus Tours Magazine*, articles are not scheduled for publication until they are received and reviewed. Scheduling normally runs four to twelve months in advance of publication. We reserve the right to edit all material submitted to *Bus Tours Magazine*.

#### **Payment**

Unless specifically authorized, no payment is made for articles, photographs, or illustrations. However, we try to comply with all requests for a by-line, photo credits, etc.

#### **Advertising**

There is no requirement that advertising accompany an article. However, placing an advertisement will possibly insure inclusion. Advertising insertions may request placement in or near a specific article.

#### **Reprints**

Reprints of articles in multiples of 100 and 1,000 are available at a reasonable price following publication.

#### **Additional Information**

For additional information contact *Bus Tours Magazine*, 9698 West Judson Road, Polo, Illinois 61064, phone (815) 946-2341 or e-mail [btm@busmag.com](mailto:btm@busmag.com).