



# Northern Valleys NEWS

## Contributing to the NVN

We love sharing your good news, happy snaps and event details in the Northern Valleys News. We have some fantastic free options for community and sporting groups to share information as well as heavily discounted rates for event advertising!

Promoting your sporting club or Not for Profit in the Northern Valleys News is easy and will help you gain more members and celebrate the successes of your club.

The first way to get your message out to the community is by submitting an article. Don't worry if you are not a journalist or good writer - we can help you edit the article if needed.

## There are several ways to promote your event in the Northern Valleys News!

### 1 - What's on section

On page 3 we include as many local events as possible. On the right hand side there is a column listed by date and in the main area we include small articles of up to 200 words promoting events.

If you wish to have your event promoted on page 3 please send it in! We guarantee you will have it in the events listing and will endeavour to include a small article as well. Your chances of having your event featured here increase if you send in copy ready to go along with an attractive picture or logo. Please email the words and attach the pic as a jpeg.

### 2 - A general news article

We are happy to accept articles about upcoming local events in the NVN. A photo of a previous event or of the organisers is ideal. See general tips for articles following.

### 3 - An advertisement

See our ad rates sheet attached for our standard pricing. This is also available on our website; [www.nvnews.com.au](http://www.nvnews.com.au)

These rates are aimed at businesses with bigger budgets and so we offer community groups and NFP groups 50% off these rates.

As much as we would like to give free advertisements to the many good organisations who ask, because we cannot afford to give everyone free space in the paper we decided on the half price option.

Please use the ad guidelines when submitting your ad.

**If you would like to share your event advertisement on social media, please use our Northern Valleys Events and Promotions page - it's free!**



## Sharing news about your club activities and successes

As a true community paper the Northern Valleys News is all about sharing the news of the community, so we love to receive articles about what you are up to. If you want to send in something regularly keep it short. 150 words is good. A photo makes your article stand out and attracts attention.

If you have a big final or win we can accommodate a bigger article of up to 300 words and several photos.

### Tips for your photos and articles

#### **1 - Start with a good photo.**

Make sure peoples faces are visible, the background is clear (or interesting) and the photo is describing what happened. It's important to have the names of everyone in the photo unless it's a large group ( then you can make up a general caption). If whoever took the photograph would like to be acknowledged please include their name. Make sure you have permission to print any photographs taken by professional photographers.

A photo from a smart phone is often good enough quality - just text it to 041 9902 904 or email to [tamieka@nvnews.com.au](mailto:tamieka@nvnews.com.au)

Otherwise please attach it to your email as a jpeg. Please do not embed it in a word document - this is not good enough quality!

Ideally images are 300dpi at finished size. Usually 10cms wide is a good rule of thumb. If its a great pic which you are hoping to get on the back cover, send it as large as you can. Saving your image in jpeg format will reduce its size and make it easier to email.

#### **2 - A headline captures interest from the reader.**

It doesn't have to be clever or witty ( that's a bonus!) but try to capture the readers attention by using your club or sport name or town so they know the article is relevant to them. Keep it simple and short.

#### **3 - Your article**

Begin with the who, where, when and continue with the what, why and how. Keep it snappy - it's not an essay! 150-300 words is a great size for an article. Feature articles are only 450 words which is probably the maximum readers will take in. You can write it in first person if its your account of what happened (make sure you include your name as author) or you can use the standard third person - just stick to whatever you decide!

Getting quotes from people who were there adds interest and helps to tell the story. Make sure you get their name correctly spelled and their title - if they have one.

Your story will be proofread before it is printed, so do your best but don't worry if it's not perfect.

Sometimes all you need is an extended caption to get your message across - that's fine. Lots of small interesting snippets in the paper keep it interesting!

**Finally, do not worry if you are not the best writer or photographer - sharing your message is the important thing!**



## **Submitting articles and advertising in the Northern Valleys News**

**Ideally advertising material is set to size and emailed to us as a pdf or jpeg.  
Please email to [tamieka@nvnews.com.au](mailto:tamieka@nvnews.com.au)**

If you do not have the capability to do this - don't worry! We can help.  
The simplest way for us to create an ad for you is if you send in the copy in an email and attach any logos or pictures separately.

If you have made up a flyer and would like it to be printed exactly as it is please send it in as a jpeg or pdf. Word is OK if that's what you have, however you will need to send in any images separately as well. If you have made it up as a poster please think about how big the text will be when it's printed!

**If you have any queries please call 041 9902 904**

When you send in an article, just paste the copy in an email and attach any pics separately. If you have written it in word you can attach the word document but please attach any pics separately as well.

### **Using Dropbox**

Dropbox is a great way to share photos - just email the dropbox link to [tamieka@nvnews.com.au](mailto:tamieka@nvnews.com.au). However please edit the pics a bit first so there are not too many. Pick the best 3-5 only.

### **Social pics.**

On page 4-5 of the paper we include social pics from recent events. This is a very well-read and popular page. If you would like to submit social pics make sure you have everyone's names! Send in 8-10 pics and a paragraph about the event. Make sure you get people to look at the camera and smile!

### **Sporting results**

We love to include sporting results - but please make sure they are concise and well-organised! Save event results for your end of year finals or special competitions!