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## STEP-BY-STEP GUIDE

### FOR BUILDING YOUR POWERSPORT NEWS

*Each number corresponds to your Contents Outline*

► **1. PUBLICATION TITLE:** Indicate a title for your publication. This is limited only by your imagination, but usually involves *Powersport News, Motorsport News, Motorcycle News* or *Rider News*. A regional prefix usually works best, like *Chicago Powersport News, Pecos Valley Motorsport News, Treasure Coast Rider News*.

► **2. IN-HOME DATE:** Please allow four-six weeks from start to finish. If this publication is supporting a promotion, we recommend an in-home date of 7-10 days before the event.

► **3. COVER PAGE:** Typically the cover illustrations and content will lead into your main local story. If you have something specific in mind please indicate. If you're not sure, leave blank, we'll select appropriately from the content you provide.

**Center Spread (2 pages):** Typically used as a Trader Section. There is room for up to 48 units. Please provide digital photos as e-mail attachment, or a website address where we can download your pre-owned photos.

E-mail digital images to: production@powersportcommunications.com

The center spread does not have to be used as a Trader Section, see Frequently Asked Questions for more ideas.

**Back Cover:** includes an Event Advertisement, Sale Advertisement, Accessory Ad, etc.

► **4. LOCAL STORIES & CONTACTS:** To write the local stories we need to know the topic, who to interview, and how to reach them. Please note: It is important to respond to our writers as soon as possible to maintain set schedules.

► **5. PRODUCT STORIES:** Choose your stories from the list provided. If you don't see something you want, let us know.

► **6. ADS:** Indicate which manufacturers and/or products you'd like to advertise. We will select from the current promotional ads available or custom build ads for specific products or services not available through the manufacturer's ad planner. **\*\*We will need dealer # for each manufacturer to submit for co-op – Please provide.**

► **7. OTHER CONTENT:** We can include several smaller items such as a schedule of events, employee of the month, new employees, winter/summer or holiday hours, coupons, etc.

► **8. Fax the Contents Worksheet to 575-623-4149.**

## **FREQUENTLY ASKED QUESTIONS**

### **How much work is it for me?**

We do nearly all the work – we just need a few things from you:

- (1) Fill out contents outline.
- (2) Be available for questions/interviews.
- (3) Provide pictures, logos, etc.
- (4) Send mail list (delimited .txt file or Excel spreadsheet)

### **Will co-op cover the entire cost?**

Just like ordinary advertising, co-op should pay 50%-60% of the total cost. Special promotional ads can pay as much as 80%. Some restrictions apply.

### **Do I have to use factory prepared ads?**

Factory prepared ads pay the highest co-op percentage. We can use dealer prepared ads or even custom build ads for you, but they may not qualify for maximum co-op reimbursement.

### **How do I file my co-op for the publication?**

After the publication has been mailed we will provide you with co-op documentation, including tear-sheets, pre-approval form, paid invoice, etc. Complete a co-op claim form and send it in.

### **Do you guarantee co-op reimbursement?**

We will make every effort to meet each manufacturer's co-op requirements and will obtain pre-approval whenever possible. However, we cannot be responsible for rejected co-op claims.

### **Do I have to include a Trader section?**

This is what makes the phone ring! However, instead of used machines, one or both of these pages may be used for accessories & apparel, service coupons, photo albums, or just about anything your heart desires.

### **Will I see a proof before it goes to press?**

Absolutely! An electronic proof is posted to our website, you will receive notification and instructions by email when your proof is ready for viewing. Look it over carefully. Final proofing is your responsibility and you must sign a proof authorization form before we go to press.

### **How do I send my mail list to you?**

Send comma or tab delimited text file or Excel spreadsheet via email to:  
[production@powersportcommunications.com](mailto:production@powersportcommunications.com)

### **I'm concerned about the privacy of my list.**

Your list remains the exclusive property of your dealership and will not be resold or used for any purpose, other than the mailing of your publication, without your expressed written consent.

## **MORE QUESTIONS, CONCERNS OR COMMENTS?**

Never hesitate to contact us at any time. Your total satisfaction is our priority.

**Powersport Communications**

**1-877-394-2400**

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