

# ● 2018 EDITORIAL CALENDAR ●



Advertising & Editorial Offices • P.O. Box 66547 • Los Angeles, CA 90066-0547

E-mail: [editor@wetreasures.com](mailto:editor@wetreasures.com)

Cover Date	Editorial Deadline	Popular/Suggested Themes For Your Submissions
January . . . . .	August 31, 2017	
February . . . . .	September 29, 2017	•Coinshooting, Coins & Tokens
March . . . . .	October 27, 2017	•TH'ing Tips & Techniques
April (Best Finds of 2017)	December 8, 2017	•Urban & Indoor TH'ing
May . . . . .	December 29, 2017	•Relics & Historical Research
June . . . . .	January 26, 2018	•Travel & International Treasures
<i>Silver &amp; Gold 2018</i> . . . . .	February 16, 2018	• <i>Silver &amp; Gold</i>
July . . . . .	February 28, 2018	•Beach & Water Hunting
August . . . . .	March 30, 2018	•Exploration & Discovery
September . . . . .	April 27, 2018	•Alternative Treasure Hunting
October . . . . .	May 25, 2018	•Backroads, Boondocks & Rural TH'ing
November . . . . .	June 29, 2018	•Collections, Displays & Projects
December . . . . .	July 27, 2018	•Juniors & Seniors/Family & Friends

## SUBMITTING YOUR ARTICLE COULDN'T BE EASIER.

- Send your manuscript with digital photos by e-mail to: [editor@wetreasures.com](mailto:editor@wetreasures.com)
- We'll format all e-mailed articles for you here. If you send your manuscript by post, it needs to be **double-spaced**, including the caption sheet, 14 point type, with 1-1/2" margins on all four sides.
- Length: 1,000–2,500 words. Please don't submit shorter manuscripts, two-part articles, or series. Articles for *Silver & Gold Annual* may be longer.
- **Priority in publishing** is given to articles featuring recent (2017-2018), significant finds &/or new metal detecting tips and techniques.
- Field tests and product reports by assignment only. No fiction, poetry, or puzzles.
- **No simultaneous submissions.** Material should be offered exclusively to *Western & Eastern Treasures*. • **Do not** submit material which has been previously published anywhere.

### Author's Bio:

If you like, you may include a brief bio at the end of your article. It should always begin with your name in capital letters. Nicknames or internet usernames may be used as well but only in your bio— **not** in your article byline. You may include basic personal information such as your age, location, profession, family, clubs, forums, other hobbies, and your e-mail address or website URL. It must be no more than 50 words in length and cannot include any advertising, solicitations, or other commercial or promotional content. **Example:**

*RICK "SPURS" SPENCER, 38, is a Texas rancher. He and his wife, Karen, have two children. Heather is 12, and Rick, Jr. is 9. They enjoy camping, trail riding and hiking, water sports— and, of course, treasure hunting!*

**Important!** You must add your bio to each article with which you wish it to appear. Bios are *not* automatically included.

## PHOTO SPECS – WHAT TO SEND US (Pick One Format):

- **Digital Photos:** Submit on disk or e-mail as TIFF or JPEG. Resolution must be a minimum of 300 dpi at original, full size (or equivalent). Higher resolutions okay. Number digital files to correspond with your caption sheet. Photos from the internet/web at 50-75 dpi are not suitable for magazine printing.
- **Processed Color Prints** (3x5, 4x6, 5x7, etc.) from film negatives (a conventional roll of film) **not** digital pictures printed on paper from your personal inkjet printer.

**Please Turn Off The Date Stamp On Your Camera!**

## ALL PHOTOS NEED CAPTIONS – WHAT WE WANT:

- All accepted articles **must** have photos. Send at least 5, and not more than 15.
- Each photo needs a caption. Number each photo to correspond with the caption sheet. If sending prints, **do not** write the caption on the back of the photo, just the reference number.
- Each caption should be in the form of a complete sentence, no more than 30 words in length.
- **Include a separate caption sheet** with e-mailed and hard-copy articles. Do not put captions within, or at the end of, the text of the article.
- Clearly identify each person &/or finds appearing in all photos. Photos should be sharp close-ups of important finds on a neutral background to give good contrast.
- **Photos will not be returned.** Keep copies for your own use.

### Examples of what we want...

"When I found this 14" chain, it was so nasty that I almost threw it away," recalls R.V. "Later, I cleaned it up and discovered that it's .925 silver!"



A great variety of coins and tokens can be found both underwater and in the shallows at public beaches.



Jewelry finds add excitement to any site, and this one is no exception. Also pictured is one of two Bull Durham advertising watch fobs that popped up.



During World War II, oval "E" (for excellence) pins like this one were awarded by the U.S. Navy to employees of the Midvale Steel & Ordnance Co., a Philadelphia firm.



Gary's 1836 Classic Head \$5 half eagle gold coin remains his greatest prize yet from the Beach of Dreams.



Mark joined the ranks of the RingMasters with this breathtakingly beautiful platinum & diamond wedding set, appraised at over \$18,000.

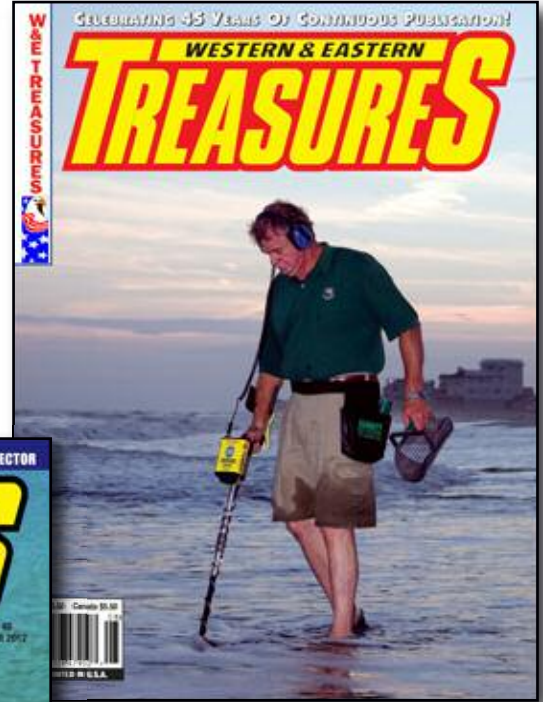


Each of the Three Amigos— author Mark Sweberg (left), Dave Mork (center), and Wayne Hartzell— recovered an oval "US" belt plate.

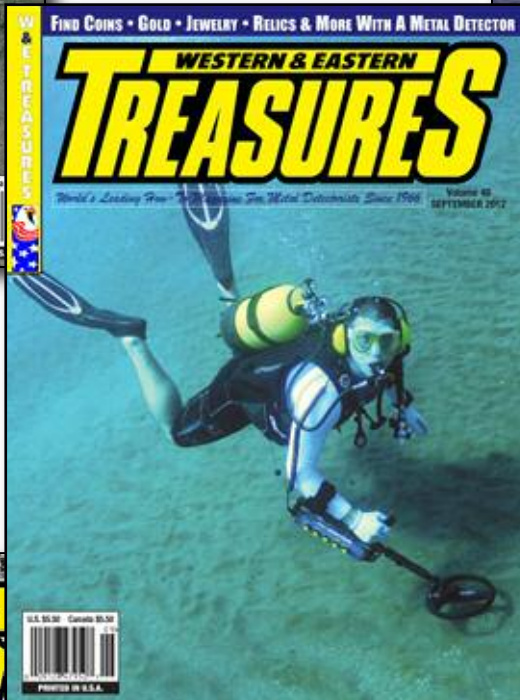
## COVER SPECS – WHAT TO SEND US:

- Same as previous photo specs but 300 dpi at 8"x12" or larger (vertical, "portrait" format). The top 1/3 should be neutral to permit overprinting of our logo. Subjects should be centered and in sharp focus. Submit 3-6 choices for us to look through. Don't send us photos which have been previously published anywhere. Material should be offered exclusively to *Western & Eastern Treasures*.

Want to be on  
our cover?  
Here's how!



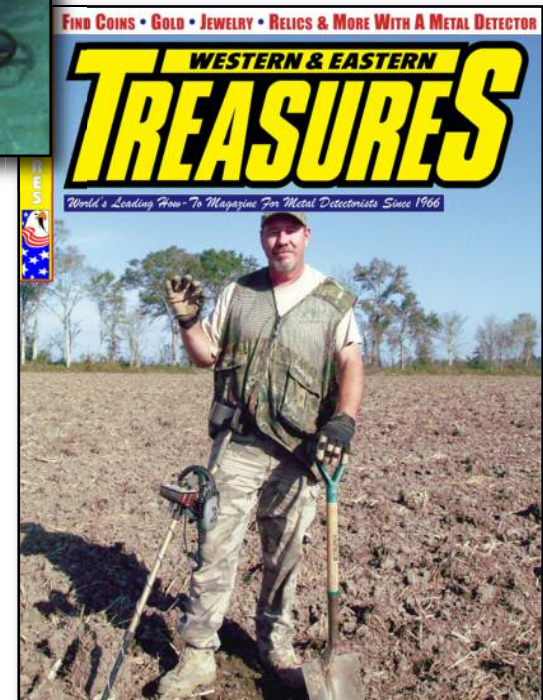
Something  
like this!



Or this!



We want a variety  
of "action" shots  
featuring people  
(men, women &  
kids) detecting  
and finding  
treasure!



# • 2018 FREELANCER'S GUIDELINES •

## *Who We Are...*

*Western & Eastern Treasures*, the world's leading magazine for metal detectorists since 1966, provides concise yet comprehensive coverage of every aspect of the hobby, with a strong emphasis on current, accurate information; innovative, field-proven advice and instruction; and entertaining, effective presentation. Each monthly issue features a different and timely theme, while maintaining a well-balanced blend of original, factual, practical, and enjoyable articles from all fields of responsible recreational metal detecting: coinshooting, relic hunting, prospecting, beachcombing, ghost towning, and more. *Western & Eastern Treasures* has received numerous awards for service and excellence; but far more importantly, it has earned and maintained the highest level of reader confidence and satisfaction.

## *What We Like...*

If you're not already a subscriber, please take time to familiarize yourself with our magazine. Submissions need to be tailored to our format, guidelines, and editorial calendar— and most of all, to our readers' needs, interests, and expectations.

Your story must be *new, true, and treasure-oriented*. Tell us about *real treasures recently recovered* in the U.S. or Canada, and **be sure to include photos**.

Clean, straightforward, interesting writing is what sells here. Avoid flowery prose, rambling narratives, lengthy descriptions, "Me 'n' Joe" dialogue, and especially anything inappropriate for a family magazine. Keep local color, historical background, humor, sentimentality, and reminiscences to a minimum— and *never* "talk down" to the reader.

## *How to Help Us...*

Send only material which fully conforms to our guidelines.

Please **keep a copy** of your manuscript and retain it in your own files.

If sent by post, be sure your manuscript is accompanied by a **SASE** (self-addressed, stamped envelope) **with sufficient postage** for its return.

If your material has been prepared with a specific issue/theme in mind, **write the theme on the outside, lower left hand corner of the envelope, or mention the theme if submitted via e-mail**.

Please **don't phone or e-mail** us about the status of your story unless it has been more than one month since it was submitted.

## *It's a Promise...*

**If you include a self-addressed, stamped postcard**, expect to receive **notification of receipt** of your material **within 2-3 weeks** of its arrival at our office. This is only for notification of receipt purposes and does not indicate acceptance of material for publication.

After notification of receipt please allow us **2 months** (usually much less) to review your material, and then we'll return it or accept and run it in the next available, or appropriately themed, issue.

**Our rate of payment is 5¢/word and \$5/photo used**. Payment for a published **full cover photo** is **\$100**.

Payment (a check, not subscription credit) and a copy of the magazine will be sent to you upon publication.

## *Let Us Hear from You!*

Freelancers are especially welcomed, encouraged, and appreciated at *Western & Eastern Treasures*.

**We look forward to receiving your first, or next, story soon!**