



Writers' Guidelines

PURPOSE: *InSite*, the bimonthly flagship publication of Christian Camp and Conference Association (CCCA), seeks to inform and inspire professionals serving in the Christian camp and conference community.

FOCUS: The magazine primarily prints practical how-to pieces related to the following critical aspects of Christian camping ministries: outdoor setting; purpose and objectives; administration and organization; camper and guest needs; personnel development; programming; health and safety; foodservice; site, facilities, and maintenance; business and operations; marketing and public relations; and fund raising. In addition, it features profiles of influential camp and conference professionals and inspirational, in-depth features related to what God is doing in and through Christian camp and conference ministries.

APPROACH: In-depth articles in *InSite* show (rather than tell) what God is doing in and through Christian camp and conference ministries, and demonstrate how camping professionals can be most efficient and effective in their outreach efforts. *InSite* publishes first- and third-person articles.

FORMAT: *InSite* is published bimonthly on 8³/₈ by 10⁷/₈-inch matte stock with full color throughout. The article length for profiles and features is 1,200–1,500 words; how-to pieces are 1,000–1,200 words, and sidebars are 250–500 words. Please query first; electronic queries e-mailed to editor@ccca.org are preferred. Response to queries, photos, and manuscripts are sent within one month. *InSite* retains first rights.

PAYMENT: *InSite* offers 20 cents per published word for articles contributed by individuals outside CCCA. Payment is sent upon publication. Travel expenses are not compensated.

PHOTOS: *InSite* will generally arrange for photographs of individuals profiled in the magazine. For other photo contributions, sharp color glossy prints or high quality digital shots are acceptable. Mood/action shots covering the gamut of emotion and activity in camp, conference center, and retreat center ministries will be considered.

MISCELLANEOUS: Current circulation is about 8,500; *InSite* is distributed primarily to individuals involved in all aspects of Christian camp and conference ministries. Bylines and photo credits are given. Submit seasonal material queries six months in advance.

TIPS: Profiles/interviews are the best bet for newcomers and freelancers. It is crucial to study a sample copy *first* and then query. Send \$4.99 for a recent copy (this will also cover shipping and handling).

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