

## **THE COVER**

Let's start with the cover with its signature Beechcraft of the Month, affectionately called the BOM. The opportunity to display your airplane is open to every member and features Bonanzas, Debonairs, Barons and Travel Airs.

There are three components to a submittal: (1) a cover photo; (2) an article – first-person experience (including an equipment list); (3) photos of exterior and panel. A professional-quality color photograph for the cover must be in sharp focus that will retain its clarity when it is enlarged to fit our 8 1/2 by 11-inch format.

Although airplanes usually look best when they are flying, we understand that getting good air-to-air photographs can be both time-consuming and expensive. So shots on the ground are also accepted. If you plan an air-to-air photographic mission, it pays to talk it over, plan it well and get it right the first time.

In the air or on the ground, the preferred format is with the airplane in the bottom two-thirds of the image area, which allows for the masthead at the top of the magazine cover. Interesting cloud formations or other unusual background add to its appeal.

An equipment list is required, as well as some background information about yourself and your airplane. For instance, tell the readers about when you learned to fly, how you became an owner, flying experience, how the airplane is used and any other information you care to share. The members especially enjoy variety in their BOMs, so personal experiences in your plane are appreciated.

You need not be concerned about your writing skills, since we employ professional editors and proofreaders. Just give us the facts and your best effort at putting your thoughts on paper, and we'll take it from there! You do, of course, review the article as it is being laid out to make sure you're pleased with the final result.

Other than the cover shot and an equally sharp photo of the panel, we encourage you to provide a variety of pictures that the magazine designer can choose from. For instance, include a horizontal shot of the airplane on the ground with you or you and your family or friends posed with it. Be sure all people shown in the photo are clearly identified, left to right.

Do not send your only copies of any photos, as they are not returned to you. Since people in completely separate locations handle the photos, please place a label on the back of the photo with your name and the tail number and model of your airplane. Do not write directly on the back of the photo as that can sometimes make the photo unusable.

We also can use digital photographs via electronic transmission (jpeg, tiff, etc.). These should be as high resolution as you can achieve for top quality.

The cover subjects are selected on a first-come/first used basis. Be sure to include e-mail address, phone and fax number. It may be several months from the time you submit your article until it makes its way into the magazine. Your article will be sent back to you by e-mail, fax or mail for your approval shortly before publication. This will give you an opportunity to update it or make corrections before it goes to the printer.