



## **Procedures for submitting information for publication on [mcabw.org](http://mcabw.org)**

### ***Special Offers:***

This section is for publishing special pricing offers, discounts, and sales made available to MCABW members. There is no cost to the MCABW member who wishes to include a members-only special offer in this section of the website.

A Special Offer can refer to permanent MCABW member discounts or to limited-time-only pricing. Text describing the offer can be submitted in an email message; it should be brief (50 words or less in the description) and include the MCABW member's name, business name, and phone numbers, as well as the expiration date of the offer. Graphics under 600 px in width can be included but should be submitted as attachments when sent by email. *No website links are permitted in these offers.*

To submit text and/or graphics as an attached file, the file must be in PDF format. (Documents in other formats —Word, Excel, Publisher, Powerpoint, etc.— are not acceptable.) A free PDF converter (PDFcreator) is available on the internet at [www.pdfforge.org](http://www.pdfforge.org).) Note: *no interactive website links are permitted in the PDF document.*

### ***PSAs and Community Events:***

This section is for publishing information about activities and events of interest to the general public. Such events can be hosted/sponsored by any entity — they are not limited to activities involving MCABW members. These announcements describe events which, in general, fall into one of the following categories:

- Charitable and not-for-profit fundraisers and similar events
- Public service announcements
- Business anniversary, grand opening, or open house announcements (not sales/marketing materials)
- Free or not-for-profit seminars
- Business, entrepreneurial and social networking events

Plain text and/or graphics to be published as part of the announcement can be submitted in an email message. Graphic images must not exceed 600 px in width, unless they form part of a PDF document. Flyers and brochures or printed materials must be in PDF format. (Word, Powerpoint, Publisher, etc., documents are not accepted —please request that the sponsoring entity provide PDF documents for publication on the web. A free PDF converter —PDFcreator— is available on the internet at [www.pdfforge.org](http://www.pdfforge.org).)