

# ***The Freedom Press Publication Information***

## **FORR Newsletter**

Updated 3/2022

# Important Local Editor Information

1. Deadline is the 5<sup>th</sup> of each month.
2. Make sure that your local # appears on the 'subject' line when sending your local submission, and that your editors name and contact info is at the end of each submission.
3. The local submission should not be more that (250 words) 1/2 page.
4. No mention of 50/50 drawings, pots, etc. Is allowed. Be creative – **and try and keep all info positive** and to the point of FORR® business. Please remember that we have Senators and House members who receive our newsletter and we do not want to give them a bad opinion of us.
5. NO Late or Misdirected submissions. When writing your local submission, consider the time that it will be printed. (You are working a month ahead)

## Have fun with it!

Certificates are awarded to those editors that have placed 10 or more submissions within a 12-month period, and that have followed 1-5 above.

## Taken directly from the “Official Handbook/Bylaws The Freedom Press

The Freedom Press is the official publication of Freedom of Road Riders®; all rights reserved and are **solely intended for informing its members of any issues affecting motorcycling**. Contents may be republished whole or in part with attribution. The opinions contained therein are not necessarily those of Freedom of Road Riders®, Inc.

The FORR®, Inc., Corporate Sponsor cost shall be \$250.00. The Central Committee treasury shall retain 80%, and the Local treasury shall retain 20%. The Corporate Sponsor shall receive 1 copy of the newsletter, a window cling to display in their business, a business card ad in each newsletter, and a 10% discount on additional advertising in the newsletter.

Corporate Sponsor expiration dates will be printed with the ad in The Freedom Press.

Newsletter submissions should contain the name, membership number and telephone number with area code to allow the Editor to contact the member if questions arise.

**Local submissions should pertain to Local happenings.**

Classified ads will be published for members at no charge for two (2) months.

Local articles for publication should be no more than ½ page in length.

Copyrighted information submitted to The Freedom Press must have permission to reprint and credit must be given to the author of the original material.

If a member asks for another copy (The Freedom Press) he/she must verify address, if not correct the member must wait until the next issue. If address is current another copy may be sent at book rate (4th class) postage.

**Policy for advertising Local Events:**

All events approved by FORR® (Local or District) will receive one ¼ page ad at no cost. One additional month of advertising may be purchased at ½ price for the same event.

A "Letter to The Editor" [column] will be published in The Freedom Press as space permits. The appropriate Central Committee Officer will respond to letters not published.

Pictures of minors will not be used in The Freedom Press without a release from parents or guardians.

When a Local sells an ad in the newsletter (excluding Local, District or Special Event ads), the Local will receive 20% commission on each ad sold.

## PUBLICATION INFORMATION

**SEND ALL SUBMISSIONS OR MONEY FOR ADVERTISING TO:**

Freedom of Road Riders®, 1170 SW 225<sup>th</sup> Rd, Holden MO 64040-9352  
Ph# (816) 850-4511 • e-mail: editor@forr.net  
Please make checks payable to FORR®, Inc.

Submissions: Must be received by the 5th of the month.  
\*NOT RESPONSIBLE for late or misdirected submissions.

Ad Rates	Per Month	3 Months	6 Months	Year
<b>Business Card</b>	\$25	\$71	\$134	\$250
<b>1/4 Page</b>	\$50	\$143	\$268	\$500
<b>1/2 Page</b>	\$100	\$285	\$535	\$1,000
<b>Full Page</b>	\$150	\$428	\$803	\$1,500

*\*Note: Members no charge on classified ads at this time*

## ADVERTISEMENTS / EVENT FLYERS

1. Mention the size, months you want it to run.
2. Include any payment. (If necessary)

### FORR Local/District Event Flyers

ALL FLYERS on FORR® Sanctioned events wanting to be published in The Freedom Press need to have proper approval. Flyers need to be Submitted to the Freedom Press Editor, along with, (if any), necessary payment at the time of submission for publication.

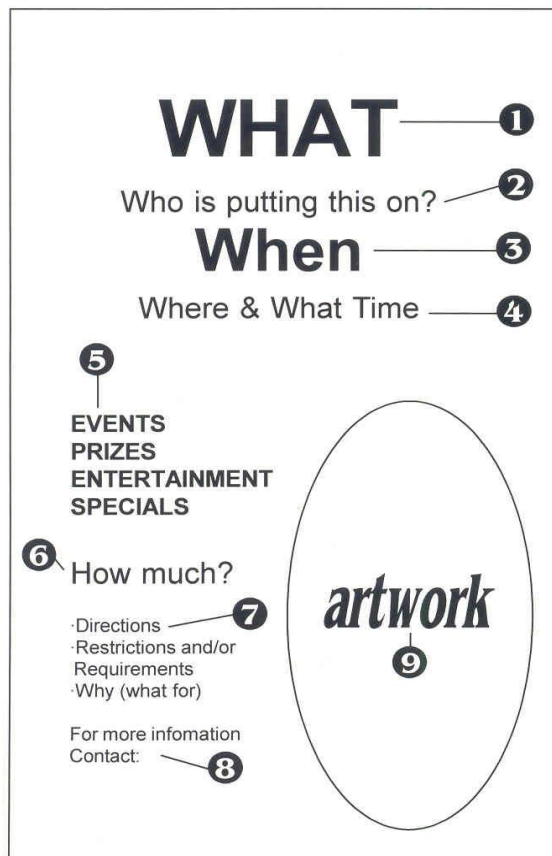
### FORR CORPORATE SPONSORS

Contact the editor for "Corporate Sponsor" form or use one published in one of these publications. Fill the form out completely and be sure to include your local and your name & contact phone number.

**Turn in the form to the editor with payment of \$250 from the proposed sponsor along with a current business card.**

\*\* (Please see attached Flyer Guide Page, Corporate Sponsor Form, and Ad Sales Page.)

# MAKING YOUR OWN EVENT PROMOTIONAL FLYERS



This flyer is only an example, use your imagination and have fun with it!

- 1 **WHAT** exactly are you advertising? Get to the point, keep it short and simple.
- 2 **WHO** is putting this on? This doesn't have to be very large, but make it large enough so people will know who is presenting this.
- 3 **WHEN** is this happening? This should be secondary to WHAT. People don't want to have to search for dates.
- 4 **WHERE & WHAT TIME?** Tell the people where this event will take place and at what time. This should also be large, but not as large as WHAT or WHEN. Directions should be placed at the bottom. See No. 7.
- 5 **EVENTS...** This is where you give the people reasons to attend. What they will get for their \$\$\$'s, or involvement. These items can be bold.
- 6 **HOW MUCH?** Admission price (members/non-members). This doesn't have to be large or bold.
- 7 **DIRECTIONS.** This is where you put all the extra information people will need to know in order to attend.
- 8 **FOR MORE INFORMATION...** This is very IMPORTANT. If you do not sufficiently answer any questions about this event on the flyer, they need a telephone number for information.
- 9 **ARTWORK.** Something that will get the attention of someone just glancing at the flyer (especially when it's next to others). You are trying to get attention and this is one of the best ways to do it.

**Your flyers can make or break a good event.**

**If people don't have all of the important information in front of them, they might not be there.**

**• e-mail addresses • phone numbers • directions, etc.**

**Also please remember.... the better advertised your event the better the turnout... well at least it should help!**



# An Open Invitation To The Supporters of Personal Freedoms

Dear Patron,

Freedom Of Road Riders®, Inc. (FORR®) is a not-for-profit organization dedicated to promoting safety, brotherhood and freedom for **all** motorcyclists. We are here to make the streets and highways a safer place for **all** motorcyclists. We are here to protect our personal freedoms, via legislation monitoring and support. We sponsor events throughout the year for the enjoyment of our members and to provide funding for our goals.

FORR® offers one of the best Safety Education programs in the nation, utilizing the curriculum provided by the Motorcycle Safety Foundation.

FORR® now gives YOU the opportunity to invest in the continuation of the fight for freedom with the FORR® Corporate Sponsor Program.

FORR® will publicize your business in our state newsletter distributed to more than 2,000 motorcycle enthusiasts every month for twelve (12) months and post your business card on our website, [www.forr.net](http://www.forr.net). In addition, you will receive 1 issue per month and your business can take another 10 percent discount on any further advertising, during that time period. Your business card will also be put on our website, [www.forr.net](http://www.forr.net).

FORR® will also send you a window cling to proudly display in your place of business.

FORR® would like to thank you for taking time to consider sponsoring our organization by completing the information below and sending it with remittance and your business card to (please do not staple):

FORR®, Inc.  
1170 SW 225<sup>th</sup> Rd. Holden, MO 64040-9352  
816-850-4511  
E-mail: [editor@forr.net](mailto:editor@forr.net)

## **FORR® CORPORATE SPONSOR \$250.00**

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON FOR BUSINESS: \_\_\_\_\_

PHONE/FAX: \_\_\_\_\_ TITLE: \_\_\_\_\_

Sold By: \_\_\_\_\_ Date: \_\_\_\_\_

# ADVERTISING SALES Form

## Freedom Of Road Riders®, Inc. - *The Freedom Press*

The Freedom Press is the monthly journal provide by Freedom of Road Riders®, Inc. of Missouri. This monthly journal is distributed to over 2000 motorcyclists each month.

**SEND ALL SUBMISSIONS OR MONEY FOR ADVERTISING TO:**

Freedom of Road Riders®, Inc. Michele O'Connor  
1170 SW 225<sup>th</sup> Rd. Holden, MO 64040-9352  
Ph# (816) 850-4511  
e-mail: editor@forr.net

Please make checks payable to FORR®, Inc.  
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Full Page	\$150	\$428	\$803	\$1,500

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Ad Description \_\_\_\_\_

\_\_\_\_\_

Month(s) to be published \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_ Check # \_\_\_\_\_

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Business Name \_\_\_\_\_

Complete Mailing Address \_\_\_\_\_

\_\_\_\_\_

Phone/Fax/E-mail \_\_\_\_\_

Contact Person for Business \_\_\_\_\_ Title \_\_\_\_\_

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Sold by: \_\_\_\_\_ Local# \_\_\_\_\_ Date \_\_\_\_\_

*\*Please attach 'camera ready' ad to form before mailing.)*