

# Guidelines for Editorial Submission

## About Us

Inside Sacramento publishes four hyperlocal community newspapers each month: Inside East Sacramento, Inside Land Park-Grid, Inside Arden, and Inside Pocket. Each edition contains news stories and feature articles of specific interest to the paper's readership area. We hire local writers who know firsthand the neighborhoods we cover.

## How To Pitch Story Ideas

Inside Sacramento welcomes article queries from Sacramento-based writers. The best way to submit story pitches is via email with the words "Editorial Query" in the subject line. Send your query in plain text in the body of your email, not as an attached file.

Please spend some time familiarizing yourself with Inside Publications before submitting a query. We are interested in feature stories about the people, places and events in our readership areas (East Sacramento, Arden, Carmichael, Land Park, Pocket, etc.). We do not cover state, national or global issues. We also do not publish fiction or poetry.

In your email, please tell us a little about your experience as a writer. If you have clips you can send via email, or URLs of pages that contain your work, please send us a representative sampling (no more than four, please).

We pay \$100 to \$150 per story. Payment is made upon acceptance. If we determine that a story is not suitable for publication, we do not pay a kill fee.

Email your query to editor Cathryn Rakich at [editor@insidepublications.com](mailto:editor@insidepublications.com). We will get back to you promptly.

**Note: We do NOT publish a print or online calendar of events**

## How To Submit Press Releases

Inside Sacramento receives hundreds of press releases every month. Unfortunately, we cannot guarantee any particular submission will run. But a few simple procedures can help ensure that your release gets to the right editor or writer and increase your chances of receiving coverage.

## Tips to writing a good press release

- Keep releases short.
- Write clearly, addressing who, what, where, why and when.
- Identify the organization or individual sending the release and include the name and daytime phone number (with area code) of someone we can contact if we have questions.
- Date the release and include whether the material is for immediate use or for release at a later time.

## Format of your release

Please send press releases via email. Send your release in plain text in the body of your email, not as an attached file. (Sending a release as an attached file will greatly decrease the odds that we will look at your press release.)

## Deadline

Please send releases no later than the 15th of the month preceding the month previous to publication month (i.e., March 15 for publication in the May issue).

## Where to send press releases

For general inquiries, please contact the editor at [editor@insidepublications.com](mailto:editor@insidepublications.com). To increase your chances of getting your item considered for a specific column, send your release to the writer at the following address:

Cathryn Rakich (Editor), Animals & Allies: [editor@insidepublications.com](mailto:editor@insidepublications.com)

Jessica Laskey, River City Previews: [jessrlaskey@gmail.com](mailto:jessrlaskey@gmail.com)

Walt Seifert, Getting There: [bikeguy@surewest.net](mailto:bikeguy@surewest.net)

Greg Sabin, Restaurant Insider: [gregsabin@hotmail.com](mailto:gregsabin@hotmail.com)

Bob Graswich, Sports Authority: [reg@graswich.com](mailto:reg@graswich.com)

Bob Graswich, City Beat: [reg@graswich.com](mailto:reg@graswich.com)

*\* Each writer has a signature at the end of their respective stories. see our print edition(s) for the most up to date contact information.*