

Tow Canada

Win
\$100!




Cover Photo Contest

Send us a picture we can put on the cover of Tow Canada and we'll send you a crisp one hundred dollar bill. We'll even give you and your company credit for the photo. There is no limit to the number of entries or winners.

What's the catch? Taking a photo that is worthy of a magazine cover isn't easy, but it is fun. So pull out your cameras and dig through your old pictures... we are interested in:

- Tow and recovery action shots.
- Tow trucks /operators at work in unusual settings or circumstances.
- Tow trucks /operators at work in beautiful or challenging locations.
- Tow and recover photos taken in all weather and seasons.

Follow these instructions for your greatest chance of success:

- Your photos must be vertical. *A horizontal picture won't work for a vertical cover.*
- Your photos should not look like an advertisement for your company. The picture should contain something more interesting than a truck with a company logo on it.
- Keep in mind that the top 1/5 of the picture will need to fit the **Tow  Canada** banner. Therefore, the top of your picture should not contain any faces or activities that will be covered up by the magazine banner.

Submit your photo in one of 4 ways:

- Send an 8X12 copy of your picture carefully packaged to avoid damage.
- Send a normal size photo (4X6 for approx.) AND the negative so we can develop an 8X12 if we decide to use it. (Negatives will be returned upon request).
- You may submit a scanned picture and deliver it on CD or via Email. Scanned pictures must be 8X12 and 300 dpi (dots per inch). Pictures that are not scanned at the proper resolution will not be considered.
- You may submit photos from your digital camera; however, make sure your photos are taken at the highest possible resolution that your camera allows. Many photos taken with a digital camera are taken at too low a resolution for print production.

If you have any questions about photo submission or how to take a cover quality photo, please feel free to contact us. Call 1.604.432.7987. Ask for Kara or James. You may also email your question: publish@ara.bc.ca.

Submit your entries to:

Tow Canada Cover Contest
Automotive Retailers Association
Unit #1 8980 Fraserwood Court
Burnaby, BC, V5J 5H7
Canada

Email: publish@ara.bc.ca