

Ride, Write & Win!



RoadBike Tour Text Tips

- **Captivate your audience.** Your story should have an “angle”. Why should the reader want to visit these places? Themes are nice.
- **Provide helpful tips.** What did you discover along the way which may be valuable to readers? Perhaps position them in a sidebar.
- **Be prepared.** Plan on the trip taking longer than it would if you were not photographing it and taking notes. Resign yourself to the fact that this process takes time.
- **Include captions.** Write creative captions that correspond with each photo or group of photos. Captions for the photos should be numbered and match the sequential numbers of the photos, or provide an index of the images. Be sure to include the photographer’s full name for crediting purposes.
- **Word count.** Tours are usually printed between 1,200 and 1,500 words, however, include more if possible.
- **Format.** All text documents should be a word doc., typed in New Times Roman, and saved to a CD or DVD. A list of source info (Hard Data) for sights and locations should appear as follows;
 - <Hard Data>¶
 - Company name¶
 - Product (hotel, restaurant, landmark, etc.)¶
 - Phone number¶
 - Web site address¶
 - GPS coordinates if available
- **Patience!** Don’t become discouraged if your article is not accepted or printed right away. Monthly issues are planned with geographical regions in mind and if you covered a region that was recently covered in the magazine, your story may have to wait.
- **Beyond the tour.** RoadBike is always looking for motorcycle event coverage and destination stories as well. Those are usually 400 to 500 words in length.



Femmoto 2007

When you have been on the road for a while, you know you need to take a break. That's why I went to the Femmoto 2007 event in Las Vegas. It was a great event with a lot of fun activities and a great atmosphere. I was able to meet other riders and learn a lot about the industry. It was a great experience and I highly recommend it to anyone who is interested in motorcycles.

... (rest of the article text) ...

Sample event story.

Las Vegas

GPS location:
36° 15' 00" N, 115° 05' 00" W

... (rest of the article text) ...

Sample destination story.

