

## The Gateway Spotlight Feature Submission

Simply write out your response to the questions listed on the 'SPOTLIGHT INTERVIEW QUESTIONNAIRE FORM'. Some of the questions are generic and may not apply to your company. Your submission can be sent via email to: [chris@thegatewaymag.com](mailto:chris@thegatewaymag.com)

Please send us any available sales brochures, facilities list, previous articles or background information on your company so we can see what your company offers. We'd like 10-15 high resolution, sharp contrasting photos. We prefer candid photos depicting action, if possible, and we'll chose 4-8 for use in the magazine.

A) Digital (please give us a good high resolution photo. Roughly 1000 KB or bigger is ideal. Website photos or printed business cards are all low resolution and we cannot enlarge them. JPEG files work great but we can handle about anything.)

B) Include a photo of key direct customer sales contact people. Buyers identify to faces and they feel more comfortable in building relationships if they know who they are talking to. (If you have several sales people, please group them together, and please do not use receptionist, accounting or non-direct sales people.)

C) Include a photo of your building. If the building is large, take a series of photographs from left to right, overlapping frames slightly. To do this, select a place where you have a nice view of the facility. Try to avoid power poles or lines or anything that distracts from the building. Start at the left of the scene, look through the viewfinder and make a mental note of what you see at the far right of the viewfinder. Take the photo, then rotate your head and camera to the right and overlap the spot by  $\frac{1}{4}$  of the viewfinder, paying attention again to the right edge of the viewfinder for your next shot and take the photo. We have software that will, usually, stitch them together. Now, before you move, please do a second shooting so we have two copies to work with. If there is anything moving (cars, people, animals) wait until that are gone, or make sure they do not move across the scene. If your company is in a suite, focus on the front entrance. In some cases, if the building is not photogenic, we have used a machine in operation, a prominent town or city statue, or point of interest. We will work with you on these areas.

D) Machine shops - If possible, a photo display of parts or product you have manufactured is desirable. If they are small parts, try to display them on either a black background for good contrast. Steel and Aluminum parts on a white background tend to disappear but a smooth non-creased piece of cardboard can be used in a pinch. If you want to show an overall area of machinery, use the same technique as outlined in (b) above. Be careful with people walking through the area, but try to include people wherever possible, and again take the sequence at least twice in case there is a movement issue.

E) Many brochures will have professional photos we can often use.

F) Supply us with caption information.

Send this collection of information to us. We'll compose a story from it and return it to you for your review, correction, rewrite, etc. and your approval. If you prefer to write your own story, we will review and provide an edited version for approval.

NO photos or storyline is ever published without your approval on the final story.

If you run into a question, please give us a call. We do not set a schedule for publication until the article is complete and approved. Contact Chris at 877-463-4020

We cannot guarantee article placement but will do our best to schedule the article into an upcoming issue. Please note: as a courtesy to our paying advertisers, priority is given to those companies for feature article submissions.

## GATEWAY SPOTLIGHT FEATURE ARTICLES INTERVIEW QUESTIONS.

Answer just the questions that apply to your business and feel free to add any other points. If you have any brochures, equipment lists or previous write-ups, please include. Please compile your answers in a text document or email message with numbered responses.

### The Background

1. Give a brief background and history of the company. When started. By whom. Present Owner. Is there anything unique about the way the company has evolved? (Suggested: up to 200-300 words, more if needed but let's discuss.)

### Your Offering

2. Describe what your company does. (Products - Services) Give as much detail as possible focusing on what type of sales you're looking for, or how you'd like us to focus the article. This is a very crucial question and needs the most detail. Remember, many of our buyers are not at your level of expertise and we can't assume they are familiar with your everyday terms. Please elaborate on any unusual or specialized processes, equipment or service your company offers. (Suggested 300+ words)

3. What types of industries do you typically serve on a day to day business, and is there one you'd like to reach?

4. Any additional points you would like to tell potential buyers about...

A) your company's people? (longevity, special abilities) B) your company's capability? (it helps us to know if you have particular areas you're trying to push) C) your company's level of technology? (7 axis machining, 3D, complexity) D) your company's level of experience? (special projects, design and build, development) E) your company's in-house services? (painting, finishing, JIT, Kan Ban, assembly)

5. Have any process(es) been added or improved in recent times that your present customers should know about? Remember, it is often months before articles get published, so think future changes as well.

6. Any special awards or achievements your company has received? (State, Business, etc.)

7. Does your company offer special services? (reverse engineering, rapid prototyping, etc)

### Quality, Quantity & Quoting

8. A) Describe the company's Quality Control program. Quality is often a hot button topic for readers.

B) Are you QS certified? Do you offer SPC? Any certifications your company has received? (ISO, NADCAP, FAA, Firearms, etc.)

9. Often companies have a missions statement. If you do, what is it? (Please give us a copy, it may be usable)

10. What types of quantities are you presently producing, or want to produce? (example: prototypes, low volume, production quantities, high volume, new product development)

11. If you offer delivery services, what geographic area, or radius, do you cover?

### REFERENCES

12. Do you have any customer testimonies you'd like to quote? (Customer names should not be stated unless you, and they, prefer to do so.)

### LAST WORDS

13. What one thing would you like prospective customers to know about your company?

14. Is there anything else that buyers should be aware of about your company that isn't listed here?

### CONTACT INFO

15. Company Name, Mailing Address, Physical Address, Telephone, Sales email, Website, Owner's Name, President, Marketing Manager, Sales Manager or Sales Contact(s), Year Co. Started

Priority on placement of feature articles goes to our existing advertisers, but you do not need to be an advertiser to get featured. There are no hidden clauses to get you to advertise. It is FREE because we intend to provide our readers with what's going on in your geographic area.

*If you don't currently advertise in The Gateway, please consider it. The Gateway is sent, free of charge, to over 7500+ different New England companies with a readership in excess of 28,000+. We maintain an effective ratio with 66% going to readers in manufacturing companies and 33% directed to machine shops and service providers. We have never heard of any story published in The Gateway since 1999 that has not received inquiries and interest, which often turn into new orders, new customers and added business.*

We do reserve the right to reject any story, or statements, we deem unacceptable for publication in The Gateway. We do not allow foul language or sales promotions for non-industry related subjects at our discretion.