



## *Cut to the Trace* eZine

October 12, 2015

### Focus and Scope

*Cut to the Trace* is an official online publication of the Handcrafted Soap and Cosmetic Guild. The purpose of the magazine is to share with the soap and cosmetic community interesting, instructional and timely articles on new or exciting products from our vendor members, to provide a platform of classified advertising for all soapmaking members to advertise gatherings and find or sell used equipment and supplies, and to disseminate news and articles of interest to the association.

### Publication

*Cut to the Trace* will be published at least quarterly on a schedule to be determined by the Board of Directors.

The publication is available to members and registered users on the HSCG website at [www.soapguild.org](http://www.soapguild.org). It will be published in .pdf format, which may be viewed online and/or downloaded for offline viewing. No print or viewing restrictions will be included in the document.

### Content

The publication will contain, at a minimum:

- Teaching and How-to Articles
- Marketplace
- Classified Ads (if submitted)
- Association News
- Industry News
- Letter From the President and/or Executive Director
- Newly Certified Soapmakers

Additional content may be added by the Board of Directors, the Executive Director or the Editor with approval by the Executive Director.

### Article Content & Submission

The focus of the eZine is on **teaching and how-to articles**. Each article shall include complete instructions to complete a product or all the necessary information to carry out an action (how-to). Articles may not be “teasers” which provide some content and then redirect the reader somewhere else for the rest of the necessary information.

As a benefit to our Tier 1 and Tier 2 Vendor Members, they may submit branded how-to and/or teaching articles for inclusion in the eZine. Tier 1 Vendor Members may submit an article covering up to two pages in the eZine. Tier 2 Vendor Members may submit an article covering up to one page in the eZine.

Articles may also be submitted by members or non-members. Such articles may not include branding or links to any specific items for sale.

Articles submitted by Vendor Members may include specific products and/or services and may include links back to the Vendor Member's website to purchase materials and supplies referenced in the material. Articles submitted by non Vendor Members shall not include specific products and/or services nor links to any products.

All articles submitted for inclusion will be reviewed by the editor and accepted based on content and availability of space. The Managing Editor, a paid staff member responsible to the Executive Director, has final approval over any submitted material and the schedule of publication of articles received.

It is the responsibility of the Tier 1 or 2 Vendor Member and other members to submit their material by the submission deadline, adhering to the required specifications. Specifications and deadlines will be set by the Editor and published on the HSCG website.

## Copyright and License

How-to and teaching articles must be original content, not previously published. The author or copyright holder must give the HSCG the right to publish and/or republish the material. At the HSCG's discretion, the material may also be published in the association's online How-to Library. The editor will supply the submitter with appropriate release forms, which must be signed before an article can be published. Details of the signing procedure are published on the HSCG website.

## Marketplace

The Marketplace consists of ads from current HSCG Vendor Members (all tiers). It is the responsibility of the Vendor Member to submit their own ad by the submission deadline, adhering to the required specifications. Specifications and deadlines will be set by the editor and published on the HSCG website.

In the Marketplace, all ads will be the same size, regardless of the Vendor Tier. Ads will be displayed based on geographical location.

## Classified Ads

Current Members of the HSCG may submit a maximum of two classified ads for inclusion in any single issue.

Specifications and submission deadlines for classified ads can be found on the HSCG website.

Initial Classified Categories will include:

- Items for Sale
- Local Meet-ups
- In Search Of

The editor may add more categories as needed. It is the intent of the Classified Ads section of the eZine to allow members to sell or “destash” unused inventory, locate something elusive (“in search of”), and/or arrange meet-ups with local handcrafted soap & cosmetic members. Classified Ads may not be used to promote or sell finished products or advertise co-ops. The editor has final approval over all classified ads.

Approved October 12, 2015 by the  
Board of Directors

**History:**

October 12, 2015

Original publication date