

# HOW TO GET YOUR STREET, PRO STREET or RACE WILLYS in GASSER MAGAZINE

**ERNESTLY SPEAKING:** Want to get your car in the magazine? What works for me is you telling your story in your own words. Yeah, your photos are worth a thousand words, but they don't tell your story. We didn't get to where we are with cars without having our own 'car history'. For some it involves a high school hot rod. For others there maybe the sweet smell of burning rubber at the local drag strip. Your story is your story. So tell YOUR story.

**Tech Stuff:** You can fill out a tech sheet on your car if you want, or just write down what's important to you.

**Photos:** Pay attention to the background. Your eyes maybe focused on your car, but the camera sees it all, including that ugly whatever behind your car. OK, other hints include: Leave plenty of space around your car. Don't crop in-camera. I'll take care of that in Photo-shop.

**Camera Angles:** Front, Side,  $\frac{3}{4}$  from Front, Engine, Interior, etc. Close-ups on cool custom details can add to the article. If you can take an aerial shot, go for it. Same if you want to get down low and even use a wide angle lens if you have one. If you have flash on your camera, use it to fill in shadows in daytime shots.

**Digital:** Shoot at as high a resolution as possible. What works for the web doesn't work for a printed magazine. If you're email the photos, send them one at a time if necessary, but as large a file as you can. It makes a big difference. If you can put your photos and a Word doc-story on a disk, go for it.

Xerox copies of photos will **NOT** work. Same with those of articles printed in newspapers or magazines.

That's pretty much it. Take the photos, write a page or so on your car and you. When we have space, we'll run all appropriate articles. I'm looking forward to reading your story!

**ERNEST**

## TECH INFORMATION SHEET

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone(s): \_\_\_\_\_

Email: \_\_\_\_\_

### ENGINE

Manufacture: \_\_\_\_\_

Displacement: \_\_\_\_\_

Induction: \_\_\_\_\_

Ignition: \_\_\_\_\_

Heads: \_\_\_\_\_

Headers: \_\_\_\_\_

Cam: \_\_\_\_\_

Crank: \_\_\_\_\_

Rods: \_\_\_\_\_

### DRIVETRAIN

Transmission: \_\_\_\_\_

Shifter: \_\_\_\_\_

Differential: \_\_\_\_\_

Frame: \_\_\_\_\_

Front Suspension: \_\_\_\_\_

Rear Suspension: \_\_\_\_\_

Steering: \_\_\_\_\_

Brakes: \_\_\_\_\_

### WHEELS & TIRES

Front: \_\_\_\_\_

Rear: \_\_\_\_\_

### BODY

Make: \_\_\_\_\_

Model: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Modification: \_\_\_\_\_

Paint: \_\_\_\_\_

Lettering: \_\_\_\_\_

Interior: \_\_\_\_\_

Gauges: \_\_\_\_\_

Steering Wheel: \_\_\_\_\_

Safety Equipment: \_\_\_\_\_

**EMAIL TO: GASSERGUY@GMAIL.COM or MAIL TO:  
GASSER Magazine: 650 Crawford St, Warsaw, IL 62379-1334**