

Guidelines

This chapter is the place to turn when you have a question about ATPM. Need to know where to write? Turn to the Guidelines. Need to know how to subscribe or unsubscribe? Turn to the Guidelines. You have this great story for ATPM, but you don't know where to send it? Turn to the Guidelines. If it's not here, you can always get in touch with us at ATPMEditor@aol.com and we'll do our best to help you.

A little bit about ATPM's Mission

Yeah, yeah, yeah. Sounds like we're a bit too big for our sneakers, no? What do we mean, our mission? Well, the way we envision ATPM, it's a place where you can find stories and tips and reviews and stuff that'll help you enjoy your Macintosh. Our tag line says, "About the [personal](#) computing experience." And that's what we believe the Macintosh is: the most personal of personal computers.

ATPM is about celebrating that, and about sharing just how cool your Mac is with the world of Macintosh users, 58 million strong, according to Apple.

ATPM doesn't make a profit. Yes, we're trying to get some sponsorship, but it's only to pay the bills. Maybe, at some point, we'll try to make some kind of profit, but for now, we're just a little operation out to show the world how cool our computers can be. And we want you to help us. We want you to write to us, with stories, anecdotes, jokes, horrific tales... anything to do with your particular Macintosh. You'll find our writer's guidelines below. Oh, and thanks for reading ATPM.

We want to hear from you!

ATPM is only as interesting as the sum of its parts, and the bulk of interesting Mac stories are still out there. Here at the magazine we have a number of ways you can contribute, and we'd love to have you join us for an issue. See if anything in the list below sparks your interest, and if it does, let us know!

Cover Art: We are proud to display new, original cover art every month. It's one of our most

successful sections, and we want to keep it that way. If you're a Macintosh artist and you'd like to do a cover for us, all you have to do is ask. As soon as we have a topic, we'll let you know, and then it's all up to you. Covers are not paid, but we do mention the artist and offer space for your own plug, with an e-mail address, or a web page, or whatever you care to add. Write to: ATPMEditor@aol.com

eMail: Got a comment, a question, or a dig? We publish the most interesting e-mail every month, and would love to have yours. Send it to: ATPMEditor@aol.com

Tech Help: Got a technical question for us? Need some help with something crashing on your Mac? This is all too familiar a problem for Mac users, and we only want to make it easier. Send your problem to Macman! at MShields@ccgate.hac.com

Segments: Slices from the Macintosh Life: This is one of our most successful spaces, we think of it as a guest column. This is where we put your stories, your opinions, your pictures, your kid's MacPaint composition... this is your space. If you want to share something about how much you love your Mac, this is where you can see it published. We really want to hear from you. Send it to ATPMOpEd@aol.com

Shareware Reviews: Is there a piece of shareware you absolutely love? Something you can't live without? Something you think everyone should have on their computer? Let us know! Write up a short review for our "What to Download" section, it doesn't have to be more than a paragraph, or two at most. This is probably the easiest way to help us out. Send your reviews to ATPMReview@aol.com

Hardware and Software Reviews: We also publish full-blown "reviews" of hardware and software products. But we don't want hard nuts & bolts reviews. We want to know what you think about your stuff. We want to know how you use it, if it's useful to you, and what your problems have been. Would you buy it again? Would you let your mother buy it? If you want to write a review, talk to our reviews editor at ATPMReview@aol.com, and he'll get you squared away.

Wishful Thinking: This section appeared in one issue this year, and has been silent since then. In Wishful Thinking we have a space for Mac enthusiasts who know exactly what Apple's advertising should be. Did you come up with a great advertising tag line? Have you had a Mac campaign stewing in the back of your mind for a year now? Send your ideas, or your art, to ATPMEditor@aol.com

[If all else fails, you can always get a hold of us at ATPMEditor@aol.com.](mailto:ATPMEditor@aol.com)