

GIFTS OF CODY - HOLIDAY GIFT GUIDE 2025 (*Cody Journal*)

Submission Guidelines & Tips

Thank you for your interest in the Cody Journal's "Gift Of Cody" 2025 Holiday Gift Guide. This resource is designed to help you prepare your submission and create the best possible showcase for your business.

Inside you'll find practical tips for photographing your products, writing compelling descriptions, maximizing your investment, and understanding our timeline.



PHONE PHOTOGRAPHY TIPS

Make Your Products Shine: You don't need fancy equipment. Just follow these simple rules:

Lighting is everything:

- Shoot near a window during daytime (natural light is your friend)
- Avoid harsh overhead lights or direct sunlight
- Overcast days actually give the best, softest light

Keep it simple:

- Use a plain background (white poster board, clean table, solid fabric)
- Let the product be the star - remove clutter
- Get close enough to show details, but not so close it's blurry

Take multiple shots:

- Straight-on view
- Angled view
- Detail shots of special features
- Lifestyle shot if it makes sense (candle on a table, jewelry being worn)

Quick phone settings:

- Clean your camera lens first (seriously, do this)
- Tap your screen to focus on the product
- Use portrait mode for a professional blurred background effect
- Take 10 photos, send us your best 3-4

Not sure if your photos are good enough? Send them anyway. We can give feedback or work with what you have.



WRITING YOUR PRODUCT DESCRIPTION

The 50-Word Formula

Think of your description in four parts:

1. What it is (10 words)

Be specific. "Hand-poured soy candle" beats "candle." "Full-grain leather wallet" beats "wallet."

2. Why it's special (15-20 words)

What makes this different? Handmade? Local materials? Unique design? Family recipe? Custom options?

3. Key details (10-15 words)

Size, colors, materials, how long it lasts, what's included, customization available.

4. The gift angle (5-10 words)

Who is this perfect for? What occasion? Why would someone love receiving this?

Example breakdown:

"Hand-poured soy candle in vintage tin. Made in small batches using essential oils and natural wax from Wyoming. Choose from 8 seasonal scents. Burns 40+ hours. Each tin is unique. Perfect stocking stuffer or hostess gift."

Total: 39 words

Pro tip: Read it out loud. If you stumble, simplify it. If it sounds like you're talking to a friend about why this product is awesome, you nailed it.

GET THE MOST OUT OF YOUR GUIDE FEATURE

Maximize Your Investment

Your spot in the guide is just the beginning. Here's how to make the most of it:

Share it everywhere:

- Post the guide link on your social media (multiple times throughout the season)
- Pin it to the top of your Facebook page
- Add it to your Instagram bio link
- Include it in your email signature
- Send it in your newsletter

Make it personal:

- Screenshot YOUR page from the guide and share it as a graphic
- Create a "We're in the Cody Holiday Gift Guide!" post
- Tag us when you share - we'll boost your posts

Use it in-store:

- Print a QR code linking to the guide and display it at checkout
- Mention it to customers: "Check out page X in the Holiday Gift Guide for our full gift selection"
- Include the link on receipts or business cards

Gift it forward:

- Send the guide to out-of-town family/friends looking for Cody-made gifts
- Share with your own customers who ask for gift recommendations
- Post in local community groups

The more you share, the more people see it. The more people see it, the more they shop local. Everybody wins.



HOLIDAY GREETING PAGE

For Service Businesses

Not selling physical products? You can still be part of the guide.

Perfect for:

- Salons & spas
- Restaurants & cafes
- Professional services (attorneys, accountants, insurance agents)
- Contractors & home services
- Health & wellness providers
- Any business that wants to stay top-of-mind this season

Here's how it works:

Choose from 3 pre-designed templates: Each one is professionally designed with holiday-themed graphics. We'll show you the options when you sign up - just pick your favorite.

What we need from you:

- Your logo (high-resolution file)
- Business name, address, phone, website
- A short holiday message (50 words or less)

Message ideas:

- Thank your community for their support
- Share your holiday hours
- Announce gift certificates available
- Offer a warm seasonal greeting
- Remind folks you're here when they need you

Example message:

"Wishing our Cody neighbors a joyful holiday season! Thank you for trusting us with your home repair needs all year long. We're here through the holidays and looking forward to serving you in 2026. Gift certificates available - the perfect gift for anyone on your list!"

Cost: \$35 (one flat rate)

Why it's worth it: Your business stays visible in a resource that gets shared throughout the entire season. It's brand awareness, community goodwill, and holiday marketing rolled into one.



IMPORTANT DATES & DEADLINES

Mark Your Calendar:

November 4th - Early Bird Deadline

Submit by this date and save 10% on your page

November 17th - FINAL SUBMISSION DEADLINE

This is a hard deadline. No exceptions.

November 17-20 - Design & Approval Period

We finalize designs and send to businesses for approval

November 21th - LAUNCH DAY

The guide goes live across all platforms

Why November 17th Matters

November 17th is our HARD deadline for submissions.

After that date, we start final design work and there's no time to add anyone in. The guide launches November 21th - right when holiday shopping hits full swing.

What happens if you miss the deadline?

You're out. There's no Plan B. We can't add you after November 17th without delaying the entire guide launch, and that's not fair to the businesses who submitted on time.

Don't wait until November 16th.

Life happens. Files get lost. Emails go to spam. Photos need retakes. Give yourself buffer time.

Our advice: If you're interested, submit by November 7th. That gives us time to work together if anything needs adjusting, and you won't be scrambling at the last minute.

PRICING

Early Bird Special (Through November 4th):

- **1-Page Spread:** \$53 (regular \$59)
Features 3-4 products with your business info and logo
- **2-Page Spread:** \$99 (regular \$110)
Maximum impact, more products featured
- **Holiday Greeting Page:** \$35 (flat rate)
Service businesses only - Pre-designed templates available

Standard Pricing (November 5th-17th):

- **1-Page Spread:** \$59
 - **2-Page Spread:** \$110
 - **Holiday Greeting Page:** \$35
-

WHAT YOU'LL NEED TO SUBMIT

For Product Pages:

- High-quality product photos (3-4 per page)
- Product titles
- Descriptions (50 words or less per item)
- Prices
- Buy links (website, social media, email, or phone)
- Your business logo
- Business contact information

For Holiday Greeting Pages:

- Your logo (high-resolution)
- Business name, address, phone, website
- Holiday message (50 words or less)
- Template preference (we'll show you options)

File Format Notes:

- Photos: JPG or PNG, high resolution preferred
- Logos: PNG with transparent background ideal, but we can work with what you have

FREQUENTLY ASKED QUESTIONS

What if I don't have a website?

No problem. We can link to your social media pages, email, phone number, or physical location.

Can I change my products after I submit?

Minor changes are fine until November 17th. After that, we're locked into design mode.

What if my photos aren't professional quality?

Phone photos are completely fine as long as they're clear and well-lit. Follow our photography tips and you'll be great.

Do I need to design anything?

Absolutely not. That's our job. You provide the raw materials (photos, text, info) and we handle 100% of the design work. **Pre-designed graphics will not be accepted.**

When do I pay?

Your submission must be approved before it is accepted. Once accepted, you will be invoiced. Payment is due upon receipt. Your page(s) will NOT be included if payment is not received by the deadline of November 20th.

Can I get a refund if I change my mind?

Refunds are available until November 17th. After that date, we've already begun design work and cannot offer refunds.

How will the guide be distributed?

The guide will be shared freely across our social media channels, website, email newsletters, and weekly community flyers throughout the holiday season. Plus, it will live on our website indefinitely, so it will continuously be referenced by AIO/SEO and any other time we share it.

Can I share my page from the guide?

Absolutely! We encourage it. The more you share, the more exposure everyone gets.

READY TO SUBMIT?

Step 1: Gather your materials - Use the checklists in this guide to prepare your photos, descriptions, and business information.

Step 2: Complete the submission form - [CLICK HERE TO SUBMIT THE FORM](#)

****NOTE:** Submissions must be approved by our team before accepted. Once accepted, the final design of your page(s) will be sent to you for final approval for accurate information. The Cody Journal reserves creative design rights.*

Step 3: Submit payment - You'll receive an invoice once the submission is approved.

Step 4: We'll be in touch - We'll confirm receipt of your submission within 2 business days.

QUESTIONS?

We're here to help make this process as smooth as possible.

Email: codyjournalwy@gmail.com

Facebook: [@CodyJournal](https://www.facebook.com/CodyJournal)

Don't hesitate to reach out if you need clarification on anything in this guide or have specific questions about your business.

Thank you for supporting local and being part of the 2025 Cody Holiday Gift Guide!

The Cody Journal

**This guide will be distributed freely throughout the holiday season to thousands of shoppers in Cody, Wyoming and beyond. Your participation helps strengthen our local economy and showcases the incredible talent and products available right here in our community.*