

# Guidelines

## The Official ATPM Guidelines

The Official ATPM Guidelines page is the place to go when you have a question about our publication. We can't imagine that you simply wandered in here. That's because the information on this page is very dry and mostly unentertaining (which is why it's on this page and not included in another part of our publication). We guess you could call this the "Relatively Boring But Occasionally Important Page of Information." OK, enough already with the extraneous syntax, now onto the stuff.

## What is ATPM

About This Particular Macintosh (ATPM) is, among other things, a monthly Internet magazine or "e-zine." It's published by Michael Tsai and Robert Paul Leitao (who are still looking for a cool logo for themselves that depicts their joint effort). ATPM was created to celebrate the personal computing experience. For us this means the most personal of all personal computers—the Apple Macintosh. About This Particular Macintosh is intended to be about your Macintosh, our Macintoshes, and the creative, personal ideas and experiences of everyone who uses a Mac. We hope that we will continue to be faithful to our mission.

## We'd Like Our Readers To Be Involved

Here, at [ATPM](#) worldwide headquarters, we're interested in hearing from you, our loyal readers. We're especially interested in stories about you and Life With Your Particular Macintosh. We guess we could have called this publication LWYPM but it just didn't sound quite right. So we called it ATPM and decided to ask for your stories and anecdotes about our most personal of personal computers. ATPM is also looking for people interested in joining our editorial staff. We currently need a [Shareware Reviews Editor](#), a [Publicity Manager](#), and an [Interviews Manager](#). Please contact us at <editor@atpm.com> if you're interested.

Cover Art: We enjoy the opportunity to display new, original cover art every month. We're also very proud of the people who have come forward to offer us cover art for each issue. If you're a Macintosh artist and interested in preparing a cover for ATPM, please e-mail us. The way the process works is pretty simple. As soon as we have a topic or theme for the

upcoming issue we let you know about it. Then, it's up to you. We do not pay for cover art but we are an international publication with a broad readership and we give appropriate credit alongside your work. There's space for an e-mail address and a Web page URL, too. Write to <editor@atpm.com> for more information.

## We Want To Hear From You

E-Mail: Got a comment about an article that you read in ATPM? Is there something you'd like us to write about in a future issue? We'd love to hear from you. Send your e-mail to <editor@atpm.com>. We often publish the e-mail that comes our way.

Segments—Slices from the Macintosh Life: This is one of our most successful spaces and one of our favorite places. We think of it as kind of the ATPM "guest room." This is where we will publish that sentimental Macintosh story that you promised yourself you would one day write. It's that special place in ATPM that's specifically designated for your stories. We'd really like to hear from you. Several Segments contributors have gone on to become ATPM [columnists](#). Send your stuff to <editor@atpm.com>.

## Let Us Know That You Know What You Know

Hardware and Software Reviews: ATPM publishes hardware and software reviews. However, we do things in a rather unique way. Techno-jargon can be useful to engineers but is not always a help to most Mac users. We like reviews that inform our readers about how a particular piece of hardware or software will help their Macintosh lives. We want them to know what works, how it may help them in their work, and how enthusiastic they are about recommending it to others. If you have a new piece of hardware or software that you'd like to review, contact our reviews editor at: <reviews@atpm.com> for more information.

Shareware Reviews: Most of us have been there; we find that special piece of shareware that significantly improves the quality of our Macintosh life and we wonder why the entire world hasn't heard about it. Now here's the chance to tell them! Simply let us know by writing up a short review for our shareware section. Send your reviews to <reviews@atpm.com>.

Your Stuff: If you or your company has a product that you'd like to see reviewed, send a copy our way. We're always looking for interesting pieces of software to try out.

## Wishful Thinking

Wishful Thinking: Is the space for Mac enthusiasts who know exactly (if you do say so yourself) what Apple should do with its advertising campaigns and product introductions. Have you come up with a great advertising tag line? What about that Mac campaign that has been stewing in the back of your mind? Send your big ideas (or your art) to <editor@atpm.com>.

## Sponsorship

About This Particular Macintosh is free, and we intend to keep it this way. Our editors and staff are volunteers with “real” jobs who believe in the Macintosh way of computing. We don't make a profit, nor do we plan to. As such, we rely on advertisers to help us pay for our Web site and other expenses. Please consider supporting ATPM by advertising in our issues and on our web site. Contact <editor@atpm.com> for more information.

## Subscription Information

The ATPM DOCMaker List: Sign up for this list if you would like a free subscription to our DOCMaker version. Issues of ATPM are mailed to subscribers around the 1st of the month and are about 1MB in size. They are distributed in DOCMaker stand-alone format. Send a message to <subscriptions@atpm.com> with “subscribe atpmdocmaker” in the body of the message.

The ATPM Notification List: Sign up for this list if you prefer to be notified when a new issue is released so that you can download it yourself from the ATPM web site or read it online in HTML form. Send a message to <subscriptions@atpm.com> with “subscribe atpmnotify” in the body of the message.

Unsubscribing: Should you wish to discontinue receiving ATPM, you can unsubscribe at any time by sending a message to <subscriptions@atpm.com> with “unsubscribe mail\_list\_name” in the body of the message, where “mail\_list\_name” is either “atpmdocmaker” or “atpmnotify,” depending on which list you are subscribed to. But who would want to unsubscribe from ATPM? Actually, if you wouldn't mind doing us a favor—should you, for any reason, desire to no longer be subscribed to ATPM, please let us know why. We learn a lot from our readers.

## That's It

We hope by now that you've found what you're looking for (We can't imagine there's something else about ATPM that you'd like to know.). But just in case you've read this far (We appreciate your tenacity.) and still haven't found that little piece of information about ATPM that you came here to find, please feel free to e-mail us at (You guessed it.) <editor@atpm.com>.