

Soundings FAQ

Q: When will *Soundings* be completely digital-only?

A: Starting with the first quarterly issue of 2014, *Soundings* will be announced via email and delivered to all IMATA members exclusively through our website at www.imata.org.

Q: What has been the membership's response to the upcoming enhancements?

A: Our members have told us that they search out online publications, news portals, and web sites because they bring forth current information faster than most print publications. In fact, in 2012, more than half of *Soundings* readers opted out of receiving the hard-copy edition and transitioned to the electronic product.

Q: How often will *Soundings* be produced?

A: *Soundings* will continue to be produced quarterly. As a digital product, *Soundings* will be able to deliver information sooner than it did as a print publication; long lead times will be a thing of the past. Printed versions require a long lead time as well as a long delivery time, up to eight weeks for members living outside the USA.

Q: What will be biggest difference between the old and new *Soundings* formats?

A: The enhanced *Soundings* will surpass the print version in presentation, editorial quality, and photography. For the first time, IMATA will be able to harness the power of streaming videos that will be embedded with columns, articles, and Regional Reports.

Q: Will the enhanced *Soundings* be available for translation?

A: Upgrades will further ease translating *Soundings* content into languages other than English. Digital magazine technology has developed significantly over the past several years and will continue to bring increased value to IMATA's global membership,

Q: Why didn't IMATA just keep the old magazine?

A: The simple fact is that over the past four years, the costs associated with the manufacture and mailing of *Soundings* have risen dramatically. Continuing to produce a printed magazine would have certainly led to an increase in annual membership dues. By having *Soundings* delivered electronically, IMATA has been able to keep the cost of annual membership dues low, while enhancing the value and benefits that members have come to expect.

Q: How long will I continue receiving the hard-copy magazine?

A: Those with memberships that were activated before 3 February 2013 may receive hard-copy delivery of *Soundings* until their individual expiration dates approach and their membership is renewed.

Q: If I am entitled to a hard-copy magazine, can I opt-out of the mailing and chose to "go green?"

A: Yes. Members can login to www.imata.org and edit their member profile to support the paperless *Soundings* option.

Q: What if my membership was activated after 3 February 2013?

A: Those IMATA members who joined the organization or renewed their membership on or after 4 February 2013 have already transitioned to the new electronic-only format and will receive the premier issue of the enhanced digital *Soundings* with 2013's second quarter edition.



SOUNDINGS GREEN
IN '14!