

Event Flyer Guidelines

SCHEDULE

Contact the Kingdom Calendar Deputy to reserve your date on the Kingdom Calendar for your event. Events not on the official Kingdom calendar will not be published. The Group Seneschal is the only person authorized to reserve or release a date on the Kingdom Calendar. Only the Kingdom Calendar Deputy can officially confirm a date reservation or cancellation.

DESIGN

Half page ads are 4.75" high by 7.5" wide. Full Page ads are 9.5" high by 7.5" wide.

All ads must contain the following information:

- Name of the event
- Name of the sponsoring group
- Date & location of event
- Name, address and phone number of the autocrat (legal & SCA)
- If there is a fee, flyers must include the statement: Make checks payable to: SCA, Inc/*group name*
- Location of the site including: site name, physical street address, city, state and zip
- Directions to the site
- Time the event opens and closes and, if possible, a schedule of events
- Prices including weekend, daytrip, child, and off-board fees

Use WHITE BACKGROUNDS and LINE DRAWING images for flyers. Grey scale or color images and dark backgrounds do not work well with our printing process and may make your flyer unreadable. Do not use fonts smaller than 8 point. 9 point or larger is preferred. Chose fonts wisely. Some ornate fonts are ~~VERY~~ hard to read when reproduced.

All local events must have a \$3 fee for non-members, if there is a fee to attend the event. If there is a discounted fee for minors, then non-member minors do not pay the \$3 non-member fee. Be sure to word your flyers so that this is understood.

SUBMIT

Electronically submit your event flyer before the deadline. Publishing deadlines are the 1st of the month proceeding the publication month. IE: items to be published in the July Popular Chivalry must be submitted before June 1st. The Kingdom Chronicler will send confirmation of receipt for all flyers. If you do not have a confirmation of receipt of your flyer, the Kingdom Chronicler does not have your flyer. If you cannot submit your flyer electronically, please contact the Kingdom Chronicler to make other arrangements.

PAY

Submit payment with Transfer of Funds form to the Kingdom Chronicler as listed in the directory. Payment deadlines are the same as publication deadlines. Local events receive half page ad space the month of and two months prior to the event date. Kingdom level events receive full page ad space the month of and two months prior to the event date. For events scheduled within the first ten days of the month, space will be provided the month of and three months prior to the event. Local level event hosts may upgrade from half page to full page ads for \$30 for one month, \$50 for two months, if space is available. All other ad space may be purchased at the regular ad rates published in the Popular Chivalry. The Transfer of Funds form can be found on the Chronicler's page of the Kingdom web site.