



# Meridian Flyer Requirements

## FLYERS MUST CONTAIN:

- Name of the event
- Name of the sponsoring group
- Location of site to include:
  - \* name
  - \* physical street address
  - \* city, state and zip code
- Date and Time of event to include when site opens and closes
- Website address where event details can be found
- Event steward, Feast steward, and Reservationist:
  - \* name (both SCA and modern/legal)
  - \* email address
  - \* phone number
- Pricing information (if applicable):
  - \* Make checks payable to: SCA, Inc DBA [name of group] or for Tennessee groups: Make checks payable to: **SCA-TN**, Inc dba [name of group]
  - \* Must use the following nomenclature (as applicable):
    - Adult Weekend Registration (to include NMF) vs Adult Member Discount Weekend Registration
    - Adult Daytrip Registration (to include NMF) vs Adult Member Discount Daytrip Registration

**NOTE:** Per Kingdom Law, children may only be charged a registration fee if the event site charges on a "per head" structure. When registration is discounted for minors, non-member minors do not pay the non-member fee.

- \* Any on-board or other fees (such as RV, parking, or lodging). Youth using these amenities may be charged for them as well.

Flyers that do not have all necessary items will be returned for corrections.

## FINAL ADVERTISING SIZES:

Half page: 7.5" wide by 4.5" high - design in **LANDSCAPE** format so flyer will shrink to size better

Full Page: 7.5" wide by 9.25" high - design in **PORTRAIT** format so flyer will shrink to size better

## DESIGN TIPS

Even though Popular Chivalry is produced in color, there are copies which are printed in black and white. Please keep this in mind.

Use light backgrounds, line drawn images, and dark text for flyers.

Light text on top of Grayscale, color images, or dark backgrounds may make the flyer hard to read.

Do not use fonts smaller than 8 point. 10 point or larger is preferred.

Chose fonts wisely. **SOME ORNATE FONTS CAN BE VERY HARD TO READ** in the small ad space and after printing.

## ART & CREATIVE WORKS:

Designers **MUST** consider the intellectual property rights of artwork. All original creative works, including cover or filler art, writing, or photos on flyers must be documented as public domain or must have a must be accompanied by the correct release form.

## SUBMITTING THE FLYER TO THE POPULAR CHILVARY:

- 1) Contact the Kingdom Calendar Deputy ([calendar@meridies.org](mailto:calendar@meridies.org)) to reserve your date on the Kingdom Calendar for your event. Events not on the Official Kingdom Calendar will not be published.
- 2) Email your event flyer to the Kingdom Chronicler at [popchiv@meridies.org](mailto:popchiv@meridies.org). Attach your flyer using either a .pdf, .jpg, or .doc file.
- 3) Meet the deadline for the flyer. 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 earlier the better, your event may get more ad time.
- 4) Receive a confirmation email from the Kingdom Chronicler.