Submitting Event Updates, (Bulletin, Website & Social)

General Guidelines for ALL Channels

Length of Run: In order to maximize reach, and improve attendance, ads for PLC Events should be scheduled to run approximately five (5) weeks before an event, and appear up until the actual event.

Copy: Please triple check the ad's spelling, dates, and verify factual accuracy before submitting.

Vendors: If a vendor is donating to the event, and was promised promotion in the event ad space, please obtain a high resolution logo for inclusion in the submitted artwork.

Inclusion: As all requests are reviewed before publication, HNC reserves the right to edit each announcement for length and content if deemed necessary. It is strongly recommended that all announcements have the benefit of Father Boivin's review before submission.

Contact Info: Your bulletin announcement MUST include valid contact information for the designated PLC Event Lead, or Father Boivin. Please refrain from instructing people to call the church office for more information without a key contact, (or event leader) referenced in the ad.

BULLETIN, (New Ads & Changes):

Deadline: Articles for the weekly bulletins are due no later than **Monday morning at 10:00AM**; no exceptions.

Format: Artwork can be created using any tools you prefer, but the final submission to HNC must be in one of the following formats: Microsoft Publisher, Microsoft word, PDF, JPEG, or PNG image.

Available Sizes: Standard Sizes appear below (in inches).

- ❖ Half Page Horizontal Ad: 4.21 X 6.5
- ❖ Half Page Vertical Ad: 8.41 X 6.5
- ❖ Quarter Page Ad: 4.16 X 3.5
- ❖ **Full Page Ad: 8.41 X 6.5 ***

* If your bulletin ad / article requires a full page, please provide 2 weeks advance notice.

Submission: Please send all artwork directly to: dswanson@holynamecathedral.org. Please feel free to call her if you have any questions at 312-573-4401.

WEBSITE, (Event Calendar Updates):

Deadline: Please submit your Events Requests with a minimum of three (3) days in advance of the desired posting date to give Dawn Swanson sufficient time to post.

Format: Please check the website to see if the event has already been listed in the Calendar of Events. If it has not, please log in to the following URL, and complete the online form:

http://holynamecathedral.org/wp-login.php

- ❖ Username: hnccommissions
- ❖ Password: **HnCDates

Content / Images: If your event has complicated date, time, or location information, please provide as many details as possible (such as beginning and end dates for events that repeat) so that we can list the information accurately. Also, please upload any images that you want included in the calendar entry (e.g. a Bulletin Ad or the logo of your event).

Submission: Everyone uses the same username and password (above). Once you have submitted the event, you will receive a confirmation email.

SOCIAL CHANNELS:

Deadline: Please submit your requests during the week: Monday through Friday.

Format: Please include artwork with your request. Postings that include artwork have a much higher success rate.

Available Sizes:

- ● **Facebook:** The ideal length of a Facebook post is less than 40 characters (not including artwork).
- ● **Twitter:** The ideal length of a Tweet is 100 characters (not including artwork)

Contact: Maureen McInerney; mmcinerney@holynamecathedral.org | Phone: 312-573-4425

We hope the above information has been helpful as you make preparations to publicize your announcement.