

bulletin guidelines

TO ALL ST. ISIDORE CHURCH BULLETIN WRITERS

One of our highest priority goals in the St. Isidore Church bulletin is to maintain consistency and continuity in this weekly publication.

In order to achieve this, please review the guidelines below and keep them in mind when writing your articles and publicizing your events.

All final content decisions are up to the discretion of the St. Isidore Church Creative Director.

Please submit your content through our website:
WWW.STISIDORE.CHURCH/BULLETIN-SUBMISSION

Alternatively you may fill out a physical bulletin submission form available in the church office.

Designated regular contributors may submit content via email without a form.

I. EVENTS / ADVERTISEMENTS

As of August 2018, we are using a new layout for events in the parish that offers more uniformity, better organization, and more dynamic and improved layout in the church centerfold “What’s Happening” spread. This new layout will make your content both more engaging and easier to read. The Events page consists of up to 12 events arranged in 2 rows and 6 columns. Please do your best to adhere to these guidelines to help your content look the best and fit in the available space.

1. Every event must have a title, date, description, and image. If you do not have an image, our creative department would be happy to work with you to create one that best meets your vision.
2. Limit your description to 80 words or less..
Consider limiting content in the bulletin and providing additional details on our website.
3. Photos/Images should be as high resolution as possible with a minimum resolution of 300ppi (i.e. an image with a resolution of 900px x 600px will be printed up to 3” x 2” in size). Avoid using clipart. All copyrighted photos and images must be licensed for use in print or online publishing.
If you are not sure about your image, send it and the creative team will let you know if it’s usable.
4. Identical content may run for as many weeks as space permits. Events are prioritized by date; those happening the soonest will be featured first.
5. Priority will be given to St. Isidore Church ministries and groups first.
6. Your event advertisement may run one week as a **half to full-page** featured ad based on availability that week if you would like. Please indicate your desired featured date in the **Notes** section of the form.

III. CONTENT RESTRICTIONS

St. Isidore Church reserves the right not to publish articles related to political or social topics. As a large and diverse Catholic church, our leadership acknowledges that we come from many different places and hold differing opinions on political or social topics. We feel that the bulletin is not the best medium to share these opinions since opposing viewpoints cannot likewise be shared or discussed.

IV. ARTICLE TIPS

1. Limit wording. All text articles will be printed in 10pt Roboto font. If your content exceeds the available space, line-spacing and/or font size adjustments may be made to accommodate your content.
It does not matter what font you use when submitting content. Any font is sufficient, though we recommend either Arial or Helvetica. Your text will be converted to our default style.
 2. Avoid using colored fonts if possible with the exception of St. Isidore Blue (#009ED5) for emphasis.
 3. Only one space between sentences.
 4. The word Mass is capitalized
 5. When writing phone numbers, use dashes, please no parenthesis or periods (e.g. 248-853-5390)
 6. Times should be capitalized with a space between. (e.g. 9:30 AM or 8:00 PM)
 7. Avoid using ALL CAPS for body content. It looks like you are shouting. We use uppercase type for headings only as part of our design language. Body content submitted with all caps may be converted.
 8. Avoid underlining words for emphasis. Use bold or italics, instead. Underlining should only be reserved for titles.
 9. Do not use more than one exclamation point in a sentence.
 10. When writing about our church, please use "St. Isidore Church" (other forms such as St. Isidore Catholic Church, St. Isidore Catholic Community, or St. Isidore are not prohibited, but also not encouraged)
 11. Please try to avoid fragmented sentences.
(e.g. "Hope to see you there" should read, "We hope to see you there.")
 12. When using a slash (e.g. and/or) no space is necessary.
 13. If you mention God, Jesus, Lord, etc. and make references such as he, him or his--these should all be capitalized. (e.g. He, Him or His)
 14. When using quotation marks and parentheses, punctuation should be placed inside quotation marks and outside of parentheses.
example: **INCORRECT:** "The Lord be with you ". **CORRECT:** "The Lord be with you."
example: **INCORRECT:** (is what he said.) **CORRECT:** (is what he said).
 15. Before you submit your article, proofread your own work! Spelling and grammar are the author's responsibility. Though we proofread content, we try to print exactly what you send.
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IV DEADLINES

1. All bulletin content must be submitted using the Bulletin Submission form available at WWW.STISIDORE.CHURCH/BULLETIN-SUBMISSION
2. Without Proof: 9 days in advance or Friday by 9 AM the week before the intended bulletin issue.
3. With Proof: 12 days in advance or Tuesday at 1 PM the week before the intended bulletin issue.
4. Holiday bulletins require additional time for publishing. Please provide content at least 5 days earlier.
5. **Deadline example.** For the issue on the 13th, the deadline with a proof is the 1st. The deadline without a proof is the the 4th.

EXAMPLE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 DEADLINE FOR CONTENT WITH PROOF (12 DAYS) BY 1 PM	2	3	4 DEADLINE FOR CONTENT WITHOUT PROOF (9 DAYS) BY 9 AM	5
6	7	8	9	10		12
13 BULLETIN ISSUE	14	15	16	17	18	19
20	21	22	23	24	25	26

These bulletin guidelines are subject to be changed at any time without notice.

Please visit our website for the most up-to-date guidelines. WWW.STISIDORE.CHURCH/BULLETIN-GUIDELINES

Send questions to BULLETIN@STISIDORE.CHURCH