

**Publicity Guidelines  
Presbytery of Carlisle**

*(Please return this form with a copy of the publication for all publicity.  
This information will be used for those who call the office.)*

The presbytery office is available to help presbytery committees create publicity for events. Please make arrangements with the office 10 business days before your mailing is to be distributed. Contact: Suzi Souder, 717-737-6821 or ssouder@aol.com

**Event** \_\_\_\_\_

**Target Group(s)** \_\_\_\_\_  
(Pastors, Clerks, Youth, Church School Teachers, Educators....)

**Event Date** \_\_\_\_\_ **Time** \_\_\_\_\_ **Location** \_\_\_\_\_

**Cost** \_\_\_\_\_ **Registration Deadline** \_\_\_\_\_

**Sponsoring Committee** \_\_\_\_\_

**Checks payable to** (if other than Presbytery of Carlisle) \_\_\_\_\_  
\_\_\_\_\_

**Event Contact Person** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Meals**

Type of Meal(s)     Breakfast     Lunch     Dinner     Snack  
 Vegetarian     Child     Special Diet \_\_\_\_\_

**Child Care**

Yes     No    **Special Instructions** \_\_\_\_\_  
(i.e. Names/ages of children)

**Room Style**

Single     Double  
**Indicate costs for room styles** \_\_\_\_\_

**Tear-off Needed** If yes, indicate what should be on the tear-off below.

Yes     No    (Information you need returned i.e., # attending, church, youth or adults, etc.)

**Brochure Layout**     fly sheet     bulletin     tri-fold    other \_\_\_\_\_

**Paper Size**     8 1/2"x11"     8 1/2" x 14     8 1/2" X5 1/2" (half sheet)  
 Portrait     Landscape

**Paper Color** \_\_\_\_\_    **# to Reproduce** \_\_\_\_\_  
(black and white reproduction only)

**Date Needed** \_\_\_\_\_    **Lead Time** \_\_\_\_\_

**Distribution** \_\_\_\_\_  
(Mailing, Presbytery Meeting, Newsletter, Web site, etc.)

- Presbytery Web Site** - Provide on disk or as an email file attachment  
Files our office can view: Word, WordPerfect, or Publisher

**Photographs/Graphics**

Copyright permission is needed for photos, trademarks, etc.

**If using presbytery office equipment for reproduction:**

Color photographs are acceptable since they can be scanned and reformatted to gray-scale at the office for use in brochures. ***Please note that photographs with dark backgrounds will not reproduce well.*** The presbytery has capabilities for black and white reproduction only.

Photographs and graphics can be saved on a CD. Photographs with a resolution of no less than 300 dots per inch are preferable for print reproduction.

**\*\*\* Contact Information for Brochure \*\*\***

(if not the same person who is the contact for the event)

- Contact Person** \_\_\_\_\_ Phone \_\_\_\_\_  
Contact's Email \_\_\_\_\_ FAX \_\_\_\_\_

**Contact(s) for proof reading**

- Name \_\_\_\_\_ E-mail \_\_\_\_\_ Phone \_\_\_\_\_  
Name \_\_\_\_\_ E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Additional Instructions:

If publicity is created for the presbytery, please allow a minimum of half inch margins around the outside of the printed material.

Save your work to a Word, Publisher, or WordPerfect file and not an Adobe Acrobat file so that it can be edited if needed. Please provide a paper and electronic file.