

Popular Chivalry Flyer Requirements

ALL FLYERS MUST CONTAIN:

- 1 Name of the event
- 2 Name of the sponsoring group
- 3 Date of event
- 4 Name, email address and phone number of the event steward and reservations person (legal & SCA)
- 5 If there is a fee, flyers must include: "Make checks payable to: SCA, Inc/group name" (Please note that Tennessee groups must instead include: "Make checks payable to: SCA-TN, Inc/group name")
- 6 Location of site including: site name, physical street address, city, state and zip
- 7 Directions to the site
- 8 Time the event opens and closes
- 9 Prices including weekend, daytrip, child, and off-board fees

All local events must have a \$5 fee for non-members, if there is a fee to attend the event. If there is a discounted fee for minors, then nonmember minors do not pay the \$5 non-member fee. Please word your flyers so that this is understood.

Any flyers that do not have all necessary items will be returned so that corrections may be made.

DESIGN SIZES

Half page: 7.5" wide by 4.5" high

Full Page: 7.5" wide by 9.25" high

SCHEDULE

Contact the Kingdom Calendar Deputy (calendar@kingdom.meridies.org) 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 Events not on the Official Kingdom Calendar will not be published.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.

FREQUENCY

Kingdom Level Events will have two full-page flyers, the month before and the month of the event. Local events will have one half-page flyer published the month of the event, or the month before if the event falls within the first 10 days of the month. Local stewards are encouraged to send in flyers the month before their event; if space allows, flyers will be published based on order of receipt.

SUBMITTING

Electronically submit your event flyer before the deadline to the Kingdom Chronicler (chronicler@kingdom.meridies.org). Formats, in order of preference, are: .pdf, .doc, .pub, .jpg. Publishing deadlines are the 1st of the month preceding 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 and officer letters received. If you do not have a confirmation of receipt of your flyer, the Kingdom Chronicler does not have your flyer.

ART & CREATIVE WORKS

All art submitted with flyers must have permission to publish. This information should be included in the email accompanying your flyer. All original creative works, including cover or filler art, writing or photos must be accompanied by the correct release form. Flyers containing art obtained from public domain sources must submit source of art.

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