stisidore.church
a catholic community

bulletin content 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.

EVENTS / ADVERTISEMENTS

Adhering to the St. Isidore design language is crucial for all content appearing in any form that is represented by St. Isidore Church. Therefore, provided artwork may be altered by the creative department to unify the look & feel matching this design language.

Try to use minimal wording and restrict to essential information. Do not add formatting to your text including but not limited to all-caps, extra spacing, or asterisks. (bold and italic styles will be retained).

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 any print or online usage.

Identical content may run for up to **three** weeks if space permits. If additional time is requested, new content must be provided.

Priority will be given to St. Isidore Church ministries and groups first. Likewise, events that are the soonest and have the largest potential audience will also receive preference.
Please plan accordingly.

FULL PAGE ADS

The creative department will always try their best to give you as much space as possible in the bulletin.

A full page ad will be permitted to run for a maximum of three weeks as space permits.

Priority is given to events that are the soonest and have the largest potential audience.

ARTICLES + GENERAL TIPS

Limit wording. All text articles will be printed in 9pt Roboto font. If your content exceeds the available space, line-spacing and/or font size adjustments may be made to accommodate the content.

Avoid using colored fonts if possible with the exception of St. Isidore Blue (#009ED5) for emphasis.

Only one space between sentences.

The word Mass is capitalized

When writing phone numbers, use dashes, no parenthesis, no periods
(e.g. 248-853-5390)

Times should be capitalized with a space between. (e.g. 9:30 AM or 8:00 PM)

Avoid using ALL CAPS for anything. It looks like you are shouting!

Avoid underlining words for emphasis. Use bold or italics, instead. Underlining should only be used for titles.

Do not use more than one exclamation point in a sentence!

When writing about our church, please use "St. Isidore Church" (not St. Isidore Catholic Church, St. Isidore Catholic Community, or St. Isidore)

Please, no fragmented sentences
(e.g. "Hope to see you there" should read, "We hope to see you there.")

When using a slash (e.g. and/or) no spaces necessary

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)

When typing the word email, there should be no hyphen as in e-mail, use email instead.

When using quotation marks and parentheses, punctuation should be placed inside quotation marks and outside of parentheses.

Before you submit your article, proofread your own work! The creative team is not responsible for typographic errors in provided content.

*DEADLINES

Without Proof: The deadline for content is 9 days in advance or the Friday the week before the intended bulletin.

With Proof: If an artwork proof is requested, content must be delivered a minimum of 12 days in advance or the Tuesday the week before the intended bulletin

Holiday bulletins require additional time to proof. Please provide content at least 5 days earlier.

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**