

***Mews* Flyer Design Guidelines**

Event announcements for *The Mews* should be sent by email as Word or open-source word processing files sized to 7.5 inches by 4.5 inches (or 3.75 inches by 4.5 inches for half-page flyers). If artwork is used in the flyer, also attach a copy of the art separately, if possible.

Also send a PDF file of the flyer. Save the PDF at the highest resolution possible. If using Microsoft Word with Adobe, "Change Conversion Settings" to "High Quality Print" under the Adobe PDF menu. If using a print to PDF setting in your print menu, go to "Properties" and change your default setting.

If the flyer is created in an art or layout program, save as a high resolution (minimum 300 dpi) TIF or EPS file. JPGs of individual artwork are fine, but avoid saving a flyer with text as a JPG file.

Send **both** the Word and the PDF document. I will use your text to recreate your flyer in Quark, the page layout software used to produce *The Mews*. This will give you the most readable flyer.

The PDF will show me how it should look. However, if the flyer contains a lot of artwork or maps, or you use several fonts I can't duplicate, I will convert the PDF to an art file. If this approach is needed, make certain the flyer is saved at exactly the right size (4.5 by 7.5 inches). Larger (8.5-inch by 11-inch) files can be resized, but readability will suffer. Also choose a dark, sans-serif font for your text. Times New Roman and similar fonts will be less readable after conversion.

If sending electronic artwork, save at a minimum of 300 dpi – preferably much higher – and size to fit, if possible. TIF files preferred. Of course, you can send actual artwork by regular mail too. Contact me at Chronicler@calontir.info or 913-541-1950 with any questions about flyer formats.

What You Must Include in Your Event Flyer:

To be considered complete, an announcement must contain:

- ◆ Date of the event (day and month). If the event will not be held in 2008, the announcement must also include the Common Era year.
- ◆ The time of the event – when the event site opens and closes.
- ◆ The name of the hosting group (and the sponsoring group, if not the same).
- ◆ The location (name, street address and town) of the site. The ZIP Code should also be included if available.
- ◆ The name (both Society and modern) and **full contact information (including address and phone number)** of the event steward/autocrat. A phone number and/or email address alone is not sufficient.
- ◆ If there is a fee being charged for the event, the statement "Make checks payable to SCA, Inc. – [the group's name here]."

This information is included in the tiny type on the inside back cover of *The Mews*. And please contact me with any questions you have about submitting a flyer to *The Mews*.

All flyers should be sent to Chronicler@calontir.info. Checks and Event Flyer Worksheets should be sent to Lorraine Gehring, 9201 Mastin St., Overland Park, KS 66212.

Ly. Lorraine Devereaux, Kingdom Chronicler