

Church Event Advertising Guidelines

Effectively advertising ministries and events at Grace is vital to their success and maximizes participation. It is the responsibility of each of the sponsoring ministries to advertise their own events. The guidelines below are in place to assist us to best utilize the advertising entities available at Grace:

- **Sunday Morning Bulletin**
 - Information regarding upcoming events or ongoing ministries should be submitted to the church office by Tuesday of each week.
 - You can email the ad (marlene@amadorca.com) or submit a hard copy to the church office

- **Monthly Newsletter**
 - Event/ministry information for the monthly newsletter should be submitted in writing by the 15th of each month
 - Graphics or pictures are encouraged but not required
 - You can email this information to Tara Hooper (tarahooper@sbcglobal.net)

- **Church Website**
 - Event/ministry information for the church website should be submitted in writing at least two weeks (earlier is preferred) prior to the event
 - Graphics or pictures are encouraged but not required
 - You can email this information to the webmaster (contact info located on the home page of the website)

- **Sunday Morning Announcements**
 - Ministries must submit announcements in writing for approval at least one week prior to need (announcement requests the “week of” may be considered under special circumstances)
 - The total time for announcements allotted in worship should not exceed 4-5 min. (about three announcements)
 - Announcements that target a larger percentage of congregation will be given priority
 - You can email this information to Pastor Mark (mtbpastor@yahoo.com)

- **Scrolling Pre-service Announcement Slides**
 - Ministries must submit announcements in writing for approval at least one week prior to need
 - You can email this information to Pastor Mark (mtbpastor@yahoo.com)

- **Videos or Automated Slideshows (for Sunday Morning Service)**
 - Must be submitted for approval at least one week prior to need
 - Must be no more than 2min. in length (videos longer than 2min. must be approved by pastoral staff) but shorter is preferred
 - Must be edited using video editing software
 - Must be burned to a DVD-R (NOT DVD+R) to be played by the church computer
 - Quality recommendations:
 - Use a tripod to minimize camera shake

- Use “bumper” music (music that helps with dead space and transitions)
 - Use large fonts to ensure readability
 - Use external microphone if conducting interviews (to increase clarity and minimize background noise)
 - Indirect or diffused lighting is preferred. Direct lighting tends to cast shadows on the face.
- **Welcome Center**
 - Information flyers should be placed in uniform upright acrylic holders to maintain a sense of decorum. Signup sheets should be placed on acrylic clipboard; these are provided at the desk in the cabinet marked “supplies”.
 - The center should be used for information flyers and sign-up sheets only. It should not be used for pick-ups and drop offs. We have a table next to the center for those items.
 - Signups for ministry group-related activities, i.e. Youth, Women, men, etc., located at the Welcome Center, can be posted at the discretion of each group.
 - Special church programs, i.e. Christmas Banquet, APHC Banquet, etc. requiring signups will be located at a designated area other than the Welcome Center.
 - **Special Event Display Tables**
 - Guidelines forthcoming