

Communications Flyers/Promotional Content Submissions Guidelines

2024-07-24

This document is a guide to help departments better understand the criteria for submitting flyers or promotional content.

1) All flyers/promotional content need to be brought through the Communications Department; this includes printed copies.

- a) It's important to note that no edits will be made on Friday and Sabbath when the flyer is posted to keep the Sabbath.
- b) Additionally, flyers submitted the night before the requested date will not be posted, underscoring the need for timely planning. Ex. If it is sent Friday night, it will not be available for the following Sabbath service.
- c) If you're making flyers or promotional content on Canva, you can share it with communications@torontowestsda.org.
- d) All flyers and promotional content (external and internal) must be sent to Communications before being brought to A/V. We're here to help your department and ensure all information is displayed to maximize your event.
- e) All flyers made by your department will need to be edited by the person(s) that created the flyer.
- f) All posted flyers must feature the official logo of the Toronto West SDA. Please note that the logo will not be given to the departments for use. Instead, Communications will add the logo once all edits are finalized, ensuring the correct use of our logo.

2) Flyer Request Timeline

- a) If you request a flyer for your department, flyer requests must be made three weeks in advance. The link to the submission form is [Flyer Submission](#).
 - i) For example, if you want a flyer up for Saturday, June 1st, 2024, it needs to be submitted by Saturday, May 11th, 2024. This timeframe gives us sufficient time to check the flyers properly and coordinate with the department, ensuring a high-quality final product.
- b) Requests must be made two weeks before your department makes a flyer.
 - i) Ex. You want a flyer up for Saturday, June 1st, 2024; the flyer needs to be submitted by Saturday, May 18th, 2024. This timeframe gives us sufficient time to check the flyers properly and coordinate with the department.

3) Required Information

- a) Date(s)
- b) Time (s)
- c) Location(s)
- d) Zoom Link/Stream Link/QR Code (the link for these will also need to be sent separately for the website)
- e) Age (if applicable) *EX. Children 3-12, Teen 13-18, Adults 19 and over*
- f) Information about your event. This tells people what will happen, so please use more than 1 sentence.

4) Formats for Flyer (If you are creating your own)

a) For Stream/Live Service

- i) Landscape – 1920px by 1080px. See Figure 1.
- ii) Keep text to a minimum. You can read a speech during the announcement time, but the flyer does not have a long time to be on the screen, so it just has essential information.
- iii) No Full Black Backgrounds.
- iv) Leave two spaces for the Toronto West SDA and Ontario Conference logos.
- v) If you add a QR code, please check that it is the correct link.

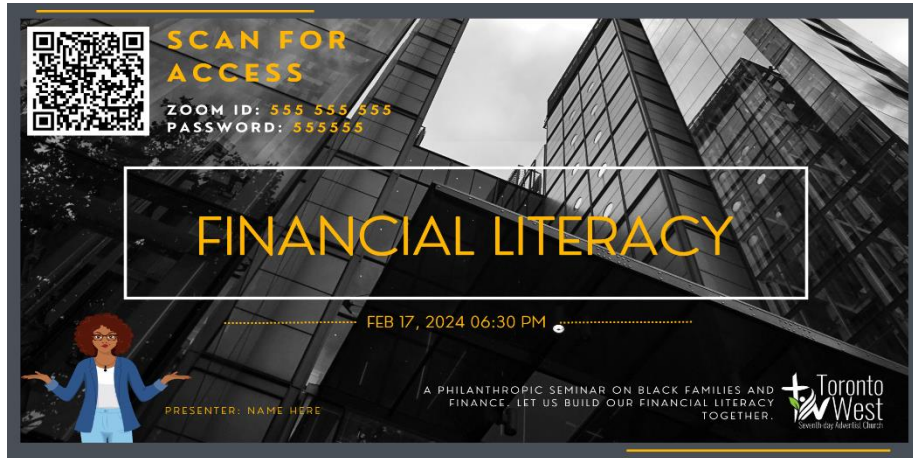


Figure 1

b) Instagram/Facebook

- i) 1000px by 1000px layout, see figure 2.
- ii) Text will only be Title, Date, Location, and all other information will be added to the description box.
- iii) Preferably, no black background.
- iv) Music can be added to the post. Please check the availability on Instagram.



Figure 2

c) Church Website

- i) 1000px by 1000px layout
- ii) For images and Titles, only see Figure 3. a.
- iii) If there is a Guest speaker, their Image can be added too. See figure 3. b.
- iv) All other text will be available in the description box.

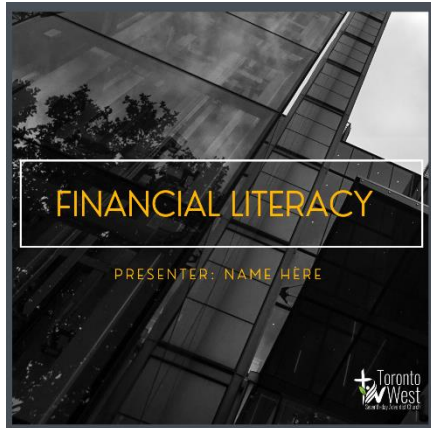


Figure 3.a



Figure 4.b

- d) **Ontario Conference News** (this is not mandatory; it is the department's option if it is sent in). The following criteria are directly from the OCN. They have their deadline, so please check that it is completed/requested on time.

- i) **We publish every Thursday, so please have your flyers ready on Tuesday before then.**

- ii) **We reserve the right NOT to publish.**

- (1) **Flyers with the improper church name, i.e. SDA instead of Seventh-day Adventist Church**
 - (2) **Church program advertising activities during Sabbath hours, i.e. purchase tickets**
 - (3) **Out-of-province Evangelistic speakers that have not been approved by the Conference**
 - (4) **Flyers from entities not associated with the church**
 - (5) **Advertisements of a personal nature or ads promoting a company or product.**

- iii) **Flyers are placed in the OCN according to date (e.g. all the flyers for August are together and placed before September flyers, etc.)**

- iv) **Sizing - Landscape 1000px by 562px. See Figure 4. a, or 1000px by 1000px. See Figure 4. b. Flyers are to be no bigger than 1000px by 1000px.**
 - v) **Minimum text. Title, Date, Location, Special guest/Speaker if needed.**
 - vi) **Leave two spaces for the Toronto West SDA and Ontario Conference logos.**
 - vii) **Articles are no longer than 500 words.**



Figure 4.a



Figure 5.b

e) WhatsApp Community

Only some events will be added to the Community chat for now. We want to avoid spamming people. Some events will be allowed on the day of the event. Reasoning, such as tickets being sold at the door, a reminder about a business meeting, etc., is accepted at the moment.