

St. Clare Bulletin Guidelines

Bulletin Article Requests

As requests for bulletin articles have increased, it has become more difficult to fit everything into each week's bulletin. To help manage space, **articles will be published only in the two bulletins immediately preceding an event.** In addition, **generic articles are no longer allowed** due to the high demand for article requests each week.

Text articles are strongly preferred. They are easier to edit, shorten, update, and format to fit the available space.

Flyers

Flyers may be included for special events only. While flyers can be attractive, they do not always work well in the bulletin. They are often:

- Too large for the available space
- Difficult to read when reduced in size
- Difficult to edit or correct
- Designed with fonts, colors, or layouts that do not reproduce well in the bulletin and can be difficult to read

If you are submitting a flyer, please follow these guidelines:

Keep it short.

A flyer should be approximately **½ to ¾ of a full page** at most. Please leave the bottom portion of the flyer blank when possible; it can be cropped to fit the bulletin.

Include only essential information.

Flyers often contain large spaces between sections or information that isn't necessary for the bulletin. Keep the content concise and include only information readers need to know.

Use readable font sizes.

A full-page flyer may be reduced to approximately $\frac{1}{4}$ of its original size to fit in a bulletin column. Small text can therefore become difficult or impossible to read.

Keep font sizes relatively consistent.

Large headings and images combined with very small text can cause readability problems when the flyer is reduced. Use moderately different font sizes so that all important information remains readable.

Choose easy-to-read colors.

Avoid light-colored or low-contrast text, decorative fonts, and busy backgrounds. Text that is easy to read on a computer or phone may become difficult to read when the flyer is reduced for the bulletin.

Proofread carefully.

Please check all flyers for spelling, dates, times, locations, and other information before submitting them. Flyers are more difficult to correct once they have been created.

A Simple Rule to Remember

Keep it short, keep it simple, and make it easy to read.

Thank you for helping us make the best use of our limited bulletin space!

Naming Your Bulletin Files

When submitting a document, image, or flyer for the bulletin, **please give the file a clear and descriptive name** so it is easy to identify at a glance.

Please avoid generic file names such as “**Bulletin 9-13-26.doc.**” Since many files are saved in the same bulletin folder, generic names can make it difficult to tell which file contains which article.

Instead, include the **article topic or title** along with the date. For example:

Faith Formation Article_9-13-26.doc

This makes it much easier to identify and organize bulletin submissions.