

How to get your event flyer published in *The Mews*

Step 1: Is it on the official Kingdom calendar?

Before sending your announcement, check the Kingdom calendar to confirm your event is listed.

The Mews cannot print an event announcement for an event that has not been approved and listed on the Kingdom calendar.

Check the Kingdom's online calendar on the Kingdom website. The full calendar is at www.calontir.sca.org/seneschal/reeve/calendar.html.

If your event is not listed, please check with the Reeve, Lady Yiva Jonsdottir, to schedule your event or confirm your date: Reeve@calontir.info.

Step 2: Design your flyer to fit *The Mews*

Look at this page. It measures 8.5 inches by 5.5 inches with a half-inch margin all around.

Your event flyer must fit the page. In other words, the flyer text and artwork (without margins) must fit inside the 4.5-inch by 7.5-inch page area outlined here.

Eight **event flyer templates** are available on the Kingdom website to help you get started: www.calontir.sca.org/chronicler/templates.html.

Make sure you include all the information listed in Step 3.

Please send both a Word (or open source word processing document saved as a Word-readable document) and a PDF, if possible. Save the PDF at the **highest resolution possible**. Contact the Chronicler if you need help with the PDF.

Email your approved event flyer to Chronicler@calontir.info.

Step 3: Make sure it includes all the necessary information

For any official business (including Their Majesties' court) to be conducted at your event, a complete event announcement must run in *The Mews* at least once prior to the event.

To be considered complete, an event announcement must include:

- The date of the event (day and month).*
- 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. Include the ZIP code 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 email address alone is not sufficient.**
- If a fee will be charged for the event, the statement "Make checks payable to SCA, Inc. – [the group's name here]."

* If your event will not be held during the Common Era year on the cover of *The Mews*, the announcement must also include the Common Era year.

Consider adding details such as directions to the site, A&S competitions, crash space coordinator or feast steward (if applicable) and merchant information.

If additional information is available on the event website or online event flyer, include the link address in your *Mews* event flyer.

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Step 4 Fill out an Event Flyer Submission Form and get your seneschal's approval.

Fill out an Event Flyer Submission Form and mail it with a check made payable to "SCA, Inc. – *The Mews*." *Exchequers*: Don't forget to include a Transfer Form with the check.

Calontir event flyers are **\$10 per page per month** (\$5 per half page).

(Event announcements from SCA groups outside Calontir are double the in-Kingdom price.)

Late event flyers will cost double. You must email or call the chronicler by the 25th to reserve space for a late event flyer.

If you do not contact the chronicler by the 25th so she can save space for your late flyer, your flyer will not run that month.

Event flyer submission forms are available on the Kingdom website at www.calontir.sca.org/chronicler/files/flyer_sub.pdf. Make sure your seneschal signs it.

If time is short, use the **online form** at www.calontir.info/chronicler/eventflyerform.html. Have your seneschal send an email to Chronicler@calontir.info to confirm

that he or she has seen the flyer. Send a copy of the online form with your check and exchequer's transfer form.

Mail your **signed** form and check to:

Lorraine Gehring
9201 Mastin St.
Overland Park, KS 66212

Note: Your check can arrive late. Your flyer has to be on time.

Step 5: Send it in on time.

Submit flyer by this date:	For this issue:
January 25	March
February 25	April
March 25	May
April 25	June
May 25	July
June 25	August
July 25	September
August 25	October
September 25	November
October 25	December
November 25	January
December 25	February

Remember to contact the Kingdom Web Minister, too

Once your date is confirmed and your flyer has been approved by your seneschal, put it online. You can include more information in an online PDF or web page than you can in *The Mews*. You can update it, too.

Send the link to the Kingdom Web Minister, Lord Roibeard mac Auleth at WebMinister@calontir.info.

Note: The Kingdom Web Minister cannot link to your event flyer or web page if your event date has not been approved by the Kingdom Reeve. See Step 1.