

St. Luke's Events – Advertising Guidelines

St. Luke's would like to take better, more systematic, advantage of the free advertisement sections of local papers, including the *Sentinel*, *Home News Tribune*, and the *Crit*. Denise Robbins has agreed to be the main liaison between St. Luke's and these papers, and we have developed the following guidelines to help event hosts market their events.

Please read the guidelines closely, and feel free to contact Denise with any questions:

Denise Robbins
104 Fay Street
Edison, NJ 08837
732-738-5676
DKR723@aol.com

How to Submit A Request:

There are several ways to submit information about an upcoming event and request a free ad. You may email or snail-mail all of the pertinent information to Denise, or you may place a written notice in Denise's mailbox outside the church office, which she will check periodically.

Timeframe of Request:

Space in local free advertising sections is limited, so advance notice is essential if we have any reasonable hope of getting our events listed. As a baseline, may we suggest that event coordinators give Denise at least 4 weeks notice, with larger events (i.e., Christmas Fair, Body & Soul Expo) needing at least 6 weeks notice.

Pertinent Information to Include:

Event notices should include:

- ❖ Name of event
- ❖ Date and time of event
- ❖ Location of event
- ❖ Cost of event
- ❖ Brief description
- ❖ Contact information for event coordinator

Example:

Vacation Bible School

July 30-August 3, 9:00 AM-12:00 PM

St. Luke's Episcopal Church, 17 Oak Avenue, Metuchen

Cost: \$25.00/child; \$60.00 maximum/family

Join St. Luke's Vacation Bible School as we explore Avalanche Ranch: A Wild Ride Through God's Word. Children in grades K-5 (as of fall 2007) are invited to join us as Buc the Broncho, Ranger the Buffalo and other characters introduce us to the Word of God. Each day, children are engaged with bible story and discussion, music, crafts, and movement activities. All children receive a VBS t-shirt and daily snack. We wrap up the week with a kids' pizza party and a presentation for families.

Contact: Suzanne Kozub, 732-736-0841.