

# BRMC Publicity Pointers

We have a number of platforms to publicise events and programmes, including the worship bulletin, website, Facebook, and church concerns video. These pointers may help you plan your publicity so that it is timely, effective and, will not involve pressing the panic button

## It starts with the bulletin

The heart of BRMC's publicity is our weekly bulletin. Inserts (that's what's printed in the bulletin—from a few lines of text, to an A6 or A5 design) are usually also reproduced in our website, and, if appropriate, on our Facebook page and quoted in our weekly church concerns video

## People involved

**STEP ONE** | for **APPROVAL** |

→ **Ps Wendy Watson** wendywatson@brmc.org.sg and

→ **Philip Poh** philip@brmc.org.sg – Ps Wendy & Philip oversee what goes into the bulletin, eg, the timing and frequency of insertions, and insert content (eg, info flow, layout)

**STEP TWO** | for **BULLETIN** | → **Corinne Doong**

corinne@brmc.org.sg | For **PowerPoint decks and standalone videos** to be uploaded for screening during services, send these also to Corinne

| for **WEBSITE** | → **Diana Ng** diana@brmc.org.sg

Also copy throughout → **chongyaw@brmc.org.sg**

## Process

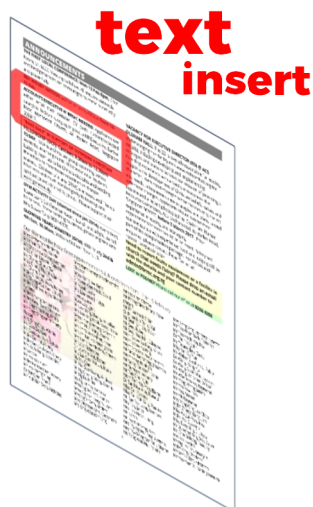
**1. Book** | Secure your space in the bulletin early. Secure – meaning there's a **confirmation** from Ps Wendy and Philip – not just inform. As a guide, ask **at least two weeks earlier** – that's a fortnight before **your intended bulletin slot, not your event date**

**2. Submit** | Email in your completed design at least a week before your intended bulletin slot. Your early submission gives a chance for an unclear message to be clarified, fill in missing information, or improve a design that is less than legible.

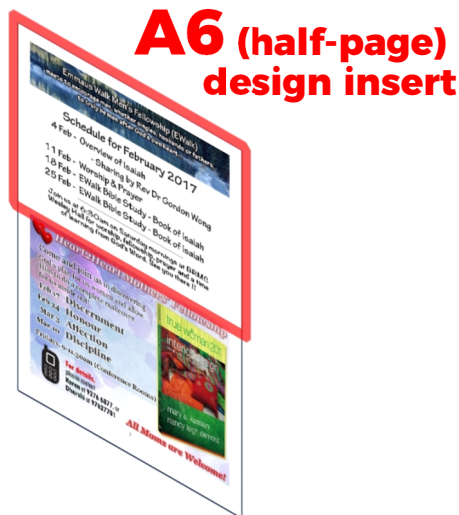
## Key information to include

Do include: an attention getter | event name | venue | day and time | how to register | intended target | **closing date for registration** | how to get more info | contact person | **a call for action** | your ministry | eligibility or priority criteria

# Bulletin inserts



**text insert**



**A6 (half-page) design insert**



**A5 (full-page) design insert**

## Design tips

**Be clear** – in eligibility, and in your message and design; remember your design when printed in the bulletin would be no bigger than a postcard

**Be bold** – use bigger size fonts (try new fonts – there are many free ones available – but be **sparing** in the numbers used), graphics, and fill the space. For a half-page insert, you have an A4 (by proportion) landscape space, not a 16:9 one

**A 16:9 design**

**sayang! wasted space**

**A 16:9 design in an A6 or half-page bulletin space. Wasted space!**

**Be complete** – check that all key information is included

**Be brief** – avoid too much text; be succinct for greater impact. Use a URL shortener (try [tinyurl.com](http://tinyurl.com)) for long links, **plus** a QR code (try [goqr.me](http://goqr.me)) of your link for convenience

**Be practical** – avoid cramming in too much info, photos and graphics, and using too subtle colours (the ink printer we use can't do subtle)

**Be sparing** in your use of colour. Avoid gaudy combos. **Avoid large areas of dark colours** – ink will seep through to the other page. Also note that colours won't be as stark in print compared to what is on your computer screen

## What format?

Submit **both** a **JPEG** (as big as you can but no wider than 2,000 pixels), and your **source file** (eg, your Illustrator, Photoshop, PowerPoint or Word file)