

Sunday Bulletin Inserts

Audience & Distribution

- Parishioners & Visitors attending weekend Masses
- 800 typically printed each weekend
- Typically 2 insert maximum each week

Timing

Deadline for submission: **Noon on Monday** prior to the weekend you desire your insert to be distributed

- Inserts are normally printed in black and white on 8.5x11 paper or inserted on bulletin pages
- Parish office will prepare copies for parish organizations
- Insert should be provided in PDF, Publisher, or Microsoft Word Format

Content Guidelines

- Bulletin Inserts are not permitted to promote the same cause/event for multiple weeks.
 - A bulletin paragraph should be submitted to promote the event for the weeks that are not covered by the bulletin insert.
- Bulletin Inserts are normally used only for parish and parish organization-sponsored events and activities.
- Although exceptions do exist, Archdiocesan events and events at other churches or parishes should be promoted through a paragraph in the bulletin itself instead of by an insert.

Best Uses

- News that is relevant for most or all parishioners
- Communicate information that is too lengthy for a short blurb in the bulletin
- Parish or Parish Organization sponsored event that needs some extra visibility and promotion
- **Use sparingly!** Extra pages inserted into our Sunday Bulletin are labor intensive. In addition, the more inserts we have, the more likely it is that none of our messages are viewed.

How to Send

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