

Policy regarding event/activity marketing at SJB:

- 1) The parish will not advertise any event more than three (3) months prior to the event date.
- 2) All submissions for inclusion in the bulletin are due by noon on the Friday one week prior to the weekend you desire them to be included in the bulletin.
- 3) All submissions for inclusion in the pulpit announcements are due by noon on Wednesday for the upcoming weekend's announcements.
- 4) All submissions for bulletin inserts are due a minimum of two weeks prior to the weekend you desire them to be included in the bulletin.

Types of events:

"A" = events/activities sponsored by the parish itself, usually coordinated by parish staff. [1, 4, 6, 9]

"B" = events/activities common to SJB but not sponsored directly by the parish, but with coordination by members of the parish at large. [2, 5, 7, 9]

"C" = events/activities which are Catholic but not necessarily sponsored by parish members as such. [3, 5, 8, 9]

"D" = events/activities which are Catholic or faith-based but have virtually no direct relationship with the parish. [3, 9]

"E" = all other events/activities, at the discretion of the parish.

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Means of promotion:

1 = Bulletin ads/announcements, unlimited, upon request

2 = Bulletin ads/announcements, limited to 3, upon request, dates of publication determined by parish

3 = Bulletin ads/announcements, limited to 1, upon request, dates of publication determined by parish

4 = Bulletin insert, upon request

5 = Bulletin insert, approved by parish, limited availability

6 = Ambo announcements, unlimited, upon request, "special announcer"

7 = Ambo announcements, limited to 2 weeks, upon request, dates and text determined by parish, "normal announcer/lector"

8 = Ambo announcements, limited to 1 week, upon request, dates and text determined by parish, "normal announcer/lector"

9 = Bulletin board placement, determined by parish