Zion Baptist Church
Portsmouth, Virginia

Creating and Submitting Flyers for Event Advertisement

Church members and ministry leaders are welcome to create and submit flyers for church events or request assistance from marketing/multimedia for creation. Please follow the guidelines below to help keep Zion's communications clear, accurate, and standardized.

1. Permission | Complete the ZBC marketing request and obtain necessary approvals before creating Flyer

Before submitting a flyer, complete the online Marketing Request Form and obtain all necessary Pastor /Facility Use permissions.

2. Submission deadlines

- **Events without registration:** Submit flyers at a minimum of **14 days before the event**.
- **Events requiring registration/sign-up:** Submit flyers **no later than three (3) weeks before the event** to allow time for review/ website placements and registration.

3. Size and logo requirements

Flyers must be a **minimum of 1200 pixels wide** and include the **official Zion logo**. Do not stretch, distort, recolor, or otherwise alter the logo. Submit a clear, high-quality file; avoid screenshots or photographs of printed flyers. When using AI generated apps, request the software create the flyer at minimum, 1200 pixels wide or larger.

4. Flyer Details

Each flyer must include:

- Event name
- Sponsoring ministry if applicable
- Date, time, and location
- Registration instructions, deadlines, and cost, if applicable
- A **point of contact (POC)** with an **email address and/or phone number**

** Check all details, spelling, links, QR codes before submitting.

5. Keep the design Clear and Readable

- Use readable fonts, concise wording, and graphics that support the event's message.
- Avoid overcrowding the flyer with text, images, or decorative elements.

6. Review and Revision of Flyer

All flyers are subject to review and revision by the Zion Marketing and Media Team. Revisions may include adding or removing information; editing wording; reducing, replacing, or removing graphics; and adjusting fonts, colors, layout, or logo placement and any other info as needed. When necessary, flyers will be returned to the submitting ministry or point of contact for performing the revision and request resubmission.

Note: Submission of a flyer does not guarantee approval or publication. Please obtain final approval from the Marketing and Media Team before circulating a flyer as official church publicity. Publication timing and placement will depend on the church's communication schedule.

Flyer Submission
Email the completed flyer to **zbc.marketing@zionbaptistva.com**. You will be notified when the flyer has been received, reviewed and forwarded for circulation to multimedia, ZBC website and finally to the ZBC congregation via text.

For Questions or Assistance, email :
zbc.marketing@zionbaptistva.com or zbc.multimedia@zionbaptistva.com

Thank you for sharing your creativity and partnering with us to keep Zion's communications welcoming and consistent.