

Guidelines for CREATING A FLYER & FLYER REVIEW by Policy Committee of the San Diego/Imperial Area 8

The Policy Committee of SDIAA will review and make recommendations on flyers for Area business. And please give us plenty of time to review.

Area Business: (For distribution at Area Committee Meetings and Area Assemblies only.)

Goals for a flyer: ATTRACT INFORM PROVIDE DIRECTION

When Creating a flyer for Area business; try to remember the basics of journalism: What, When, Why, Where, Contact person.

Suggested items to include in your flyer:

- A. Headline (name of event) should be in the largest print.**
- B. We suggest “A.A. or Alcoholics Anonymous” be displayed on the flyer.**
- C. Slogan & subject or reason for assembly (attraction).**
- D. Date & time (start and end time).**
- E. Location, Address & Facility (to include bldg. and suite number when applicable).**
- F. Driving directions (to include clear copy of area map).**
- G. Contact information, (to include name & phone #(s))**
- H. Organization sponsoring event (example: sponsored by Coordinating Council – Area Assembly – North County & Spanish Intergroups – NCAIC – SDIAIC – GSDYPAA)**

How to post your event on Area 8 website:

- 1. Make a rough draft (include A-H above)**
- 2. Proof read for spelling and content**
- 3. Graphics**
 - a. Does it pertain to our fellowship?**
 - b. Will it reproduce well when copied? (Do a trial print copy).**
 - c. Does it enhance or clutter Flyer? (More blank space may assist in an easier read).**
- 4. Email flyer to Policy Committee Chair for review sixty to ninety days prior to Assembly or event.**
- 5. When flyer is returned to you from the Policy Committee, send the flyer to the Translation Chair and Area Alternate Chair. This will allow the flyer to be translated and posted onto the Area Website.**

2/7/2012