



# Black Star Event Ad Checklist

Event: \_\_\_\_\_ Steward: \_\_\_\_\_

*This checklist is an aid in the proper submission of event announcements to The Black Star and a signed copy **MUST** be included with your submission.  
All event announcements **MUST** contain and/or conform to all items under the Requirements section, by Corporate policy.  
Those listed under the Suggestions section are only a guide to details that will help you insure the most informative ad possible.  
This checklist may be submitted electronically as long as it carries the Seneschal's actual signature or is submitted by the Seneschal themselves.*

## REQUIREMENTS

- Date (modern: day, month, and year).
- Times that the site opens and closes.
- Name of the sponsoring group(s).
- Location of the site (name, address [street address if available], city, state).
- Name (both SCA and modern), postal address and phone number of the event steward (email is highly recommended).
- The statement: "Make checks payable to: {SCA Inc./Group Name}", if a fee is listed.
- A statement about the Non Member Surcharge (NMS), if a fee is listed.
- The statement: "Minors must be accompanied by a parent or legal guardian. They may also attend with a 21 year or older adult with a signed and notarized Minor Event Waiver Form from the parents."
- A camera-ready map **and/or** directions to the site. If a map is included; it should be clear and easy to read, in black ink or laser printed (if not electronically submitted), written directions are provided with the map (if needed). A release from the artist that created the map is included. Maps from mapping programs are **not** acceptable.
- Each page of the announcement is no larger than 4.50 x 7.25 inches.
- A release from the artist is included for all artwork (including maps and/or heraldry).
- The Seneschal of your group has signed off on your event announcement(s). Please do not send *The Black Star* any event announcements that have not been reviewed and signed by your Seneschal.

## SUGGESTIONS

- Each page of the ad must be no larger than 4.50 x 7.25 inches. Please test print the ad at the size it will be in *The Black Star*. Many ads and maps have been received that, at the size of printing, are illegible and/or unusable without redrawing or retyping
- Can a stranger find the site by just using the map given, at 2:00 a.m., after driving 7+ hours, without stopping to look at a road atlas or ask instructions; even if they come from an unlikely direction?
- Is the entire event announcement typed, including the map?
- Are there beverage restrictions listed? "Discreetly Dry" is not allowed.
- Is there a feast and if so, for how much? How much is the site fee?
- Are pets allowed? If so, are there any restrictions?
- Have italic, script and calligraphy fonts been used for accent only?
- Can the event announcement be read easily (i.e., no very small font sizes or hard-to-read fonts)?
- Have any advertisement fees been included with the submission? The ad will not be published until all fees are paid.
- If you are sending an electronic file of your event announcement, have you included all graphics, fonts, and any other files needed to publish your ad. Do not assume that the Kingdom Chronicler has a copy of the font you used.
- Will the event announcement be emailed or mailed in time to arrive before *The Black Star* deadline of the 1st of the month? If not, have the appropriate late fees been included **AND** the Kingdom Chronicler notified of the late announcement?

## SENESCHAL RELEASE

*I have reviewed the attached submission, insured that the required items are included and grant my approval for publication in the following issues of *The Black Star*: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_.*

Group Name

Seneschal's Signature

Date