



COMMUNICATIONS POLICY

QUICK GUIDE EVENT CALENDAR

A. To successfully submit an event to the event calendar you must provide the following:

1. **C-1 Form**
2. **Event Image (.jpg, .png, .pdf)**
3. **Event Flyer (.jpg, .pdf)**

B. Submit these items to communications@southrivernj.org.

C. Templates for these items can be found on the website at:
<http://southrivernj.org/communications/policy/templates/>

D. Submissions limits due to space limitations:

Qualifying organizations: **2 event calendar submissions per calendar year.**

Note: Only two submissions per Organization can be published in the Monthly Buzz per year. Additional submissions can be made, but will only appear on other mediums such as the borough website, facebook, etc.

E. Events must be community events **open to the general public.**

F. Deadlines:

Print Deadline: The 27th of the preceding month. (January issue = December 27th)

Publication Span: 11th of the month to the 11th of the following month. (January = 1/11 - 2/11)

Submission Deadline: To increase likelihood of submission being published, must be received 2 full **Print Deadlines** prior to the desired issue. (E.g. April 15th event to be published in the March issue from March 11 - April 11, submission must be received by January 27.)

EVENT SUBMISSIONS FOLLOW FACEBOOK STANDARDS FOR EASY CROSSPOSTING. SEE TEMPLATES ONLINE.

8.00" x 2.96"
2400 x 888 pixels

ACTUAL USABLE AREA

5.233" x 2.32"

1570 x 696 pixel

1.383" (415 pixel) padding on left and right margins

0.32" (96 pixel) padding on top and bottom



COMMUNICATIONS POLICY

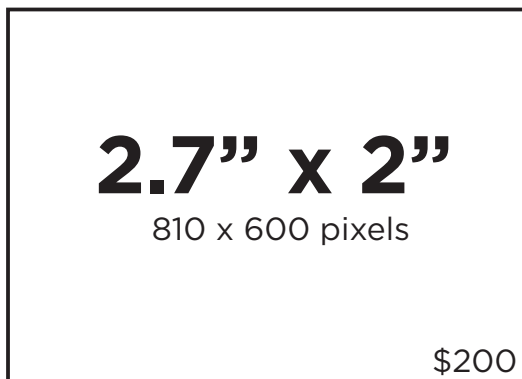
QUICK GUIDE ADVERTISEMENTS

Why Advertise?

The Monthly Buzz aims to be a revenue neutral service to residents and seeks to be self-funding. By advertising, you are not only supporting the South River community, but you also guarantee:

- Get your message out to approximately 6500 households.
- Guaranteed audience as all recipients must open electric bill each month.
- Hyper-local demographics.

AD SIZES



ACTUAL SIZE
OF ADS

Please follow the rules and regulations provided in the Communications Policy. Templates can be found online as well. Please make checks payable to "Borough of South River."