

## CBYRA REGATTA CAMPAIGN ADVERTISING SPECIFICATIONS

To effectively and efficiently provide advertising and promotion of Club Regattas, **CBYRA requires a minimum of 10 days prior to your desired send date to create your advertisement via Constant Contact.** Please send all materials to: [webmaster@cbyra.org](mailto:webmaster@cbyra.org). CBYRA will need the following to create your campaign:

### Choice 1: Already constructed PDF to upload:

- A one-page pdf with content that consists of:
  1. Regatta Title
  2. Regatta Date
  3. Concise information and instructions (less is more)
  4. Logos and photos incorporated – visuals are always a plus!
  5. Acceptable font size for viewing on all devices. (Printed fliers are a lot different than viewing electronically. Smallest typical acceptable font electronically is 12 – 14).
  6. Use font size, bolding, and colors to make your words pop
- **IMPORTANT: Do not put links into the pdf flier** that you send to us. If there are registration links, email addresses, social media url's, or Club urls' we will have to edit them out – they will not work properly on the upload and send. Please remove all links and any instructions to “click here” on your flier. We will take care of that below your flier display.
- Please supply the registration link and any other email contact addresses **separately** with your submission so that we can create a button on the campaign that contains that link, with instructions, below your uploaded pdf flier.
- **Give us a specific date you would like the Campaign to be sent out.**

### Choice 2: Campaign constructed by CBYRA

The following is needed for CBYRA to create your regatta marketing campaign:

1. Title of event & hosting Club
2. Date of event
3. Catchy subject or marketing line for the race
4. Bullet point, concise, important information about the event (ie. Docking info, party info, classes included, racing course info, registration deadlines, special discounts or incentives, etc.)
5. Registration Link for the Regatta
6. Any other contact, info link, or address that you need to convey
7. Club Logo, Burgee, or Event Logo (200 dpi resolution)
8. Any sailing pictures would be great (perhaps from the regatta in prior years). Visuals are always a plus! (200 dpi resolution)
9. **A specific date that you would like the Campaign to be sent out.**