

Format for Submitting Event Listings to OnRichmondhill.com

SUBJECT LINE – informative and catchy

DATE(s)

TIME – start time and finish time (if applicable)

TEXT – presented in this order

- Start with an **opening sentence** that captures the nature of the event.
- **Additional information** should let the reader really know what to expect if they attended the event, but it should be **Succinct and Skimmable**
 - Don't duplicate the date and time
 - Bullet points are ideal
 - Links are good
 - Presented in the 3rd person (i.e. "they" not "we")
 - Don't use all caps
- Provide **contact info** - name, phone number, email, web site, when appropriate
- **Ticket price(s)/cost or state if free**, and how to register or purchase tickets (links are good)
- **Location**: name of place and address

ACCOMPANYING IMAGE – in a jpg, png or pdf format – not Word, **sent as an attachment**

- The image should be something that looks good in a small size and reflects what the event is about. It should not just be a logo.