



## PREPARING COPY FOR THE VISTAS CATALOG AND FLYERS

VISTAS courses and events are generally listed in our biannual Course Catalog (either Fall or Winter/Spring) and also are promoted by means of descriptive flyers that are emailed out to our membership and posted online. Our Fall catalog generally goes to press in early August, so our deadline for catalog copy is the last week in July. Our Winter/ Spring catalog goes to press in early December, so our deadline for catalog copy is the last week in November. Occasionally, courses are finalized after our catalog printing deadline and must therefore be omitted, but flyers are created and distributed in advance of all of our events.

Typical **CATALOG** entries amount to about 210 words in total, with the course description usually being around 120–130 words and the presenter’s biographical information usually around 80–90 words. The text may be split between these two elements as the presenter wishes, so long as the total word count is about 210, plus or minus 10 or 15. Copy that is too long will be edited to fit.

We can generally accommodate more text in our course **FLYERS** than that used in the catalog. There is much variation in word counts because of our use of illustrations and graphics. If the copy is short (in many cases, the same as the catalog copy), then we use more or larger graphic elements to fill the space available on the flyer. If the text runs long, we use fewer or smaller graphics. Ideally, text for the flyers should be limited to approximately 180 words for the course description and 120 for the presenter’s biographical information. Copy longer than that may be edited to fit if necessary.

Presenters may submit photos or other graphic illustrations they’d like us to use on their flyers; otherwise, we will choose appropriate images for them. Presenters also are asked to submit color photos of themselves for use with their biographical information.

We send proof copies of catalog pages and flyers to the presenters for their approval before publication.

Questions about text or graphics to be used in the catalog and on the flyers may be directed to Jill Breedon, catalog editor (805-895-0508; jillby@gmail.com). Presenters are encouraged to use the VISTAS catalogs and flyers posted online at [VistasLifelongLearning.org](http://VistasLifelongLearning.org) as a guide.