

Guide to Submitting an Event for Publication in Print and Online

- Go online to <http://www.theadvertiser.com/> and scroll down about halfway until you see this graphic.



- Choose the SUBMIT AN EVENT link.
- Your internet browser should go to the following page.

New Event

✓ **Event Title:**

250 characters remaining

✓ **Venue:**

A venue has not been selected.
To locate a venue, enter its name and click the "Search Venues" button.
After searching, either:
1. Select from the list of existing venues
2. Select "My venue is not listed" and enter your venue information

Distance:

[show more options](#)

Specific Location*:

* If the event is located at a specific location at the venue, such as a pavilion, building or room, enter it here.

Event Type:

▼

When:
Enter the event date(s) and time(s). For recurring events check the box and enter the appropriate information.
Date 1:

✓ **Starts:** at : ▼

✓ **Ends:** at : ▼

This is an all day event No end time

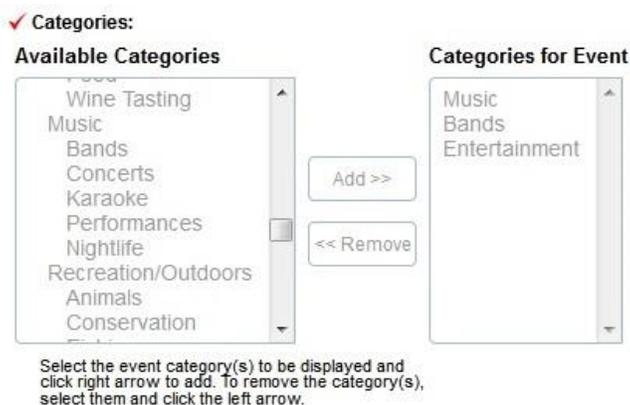
- The red arrows mark what fields must be filled out for the calendar system to accept your event listing. The mandatory fields are: Event title, event venue, date [with start and end time, or whether the event is

all day or recurring], category/ies of the event, a public phone number readers may call to contact the event organizer, and an email address.

Event Categories

Adding the category for your event is the most important detail to include so that readers can find your event. Once events are available updated and live on the Advertiser website, readers can search by date for what might pique their interest, but if the date is populated with many events, your event may not appear on the first page, but when the reader narrows their search by selecting MUSIC or NIGHTLIFE, your event will stand out from a shorter, more concise list.

The category menu has side-by-side selection, like this:



You can select as many categories as you need. Select the category you want and click on the ADD button. The category you selected should appear in the menu on the right.

Once you have included all the information you want readers to see about your event [you can preview what your event looks like and make changes if you need to], then click the orange ADD button, and your event listing will be included in the Advertiser’s Pending Events list. An editor will review your submission and approve the submission to go live on the website.

TIPS:

- When you locate the venue you need from the search menu, select the venue and click ADD VENUE. If the venue does not appear in the menu, select “My venue is not listed. I would like to enter one,” and enter the title and information necessary, then select ADD VENUE.
- Make your event listing stand out by adding a photo or graphic. Under OPTIONAL DETAILS, you have the option to browse through your files, select, and add an image to illustrate your event.
- When entering the event time, you need not include a colon in hour, the system includes them already.

If you have any questions about listings, or if you need to update information you already submitted, email your question to calendar@theadvertiser.com.