







NEWSLETTER TIPS

Hints for Attracting Attention to an Important Article

- ◆ A bold arrow— says  This is important !
- ◆ Boxes—but only use one box per page.
- ◆ ALL CAPS—use this only for short lines of text.
- ◆ The pointing finger—  works when used occasionally.
- ◆ Border—  one a single page of multi-page publications.
- ◆ Clip art—should relate to the article.
- ◆ *Italic*—use for emphasis, never a whole paragraph.
- ◆ Underlining—works in small quantities.
- ◆ **Boldface**-easy to read, but use in small quantities.
- ◆ White space—an article surrounded by white space leaps out at the reader.
- ◆ **Color**—when available, use as an accent.
- ◆ Repetition—so that it forms a graphic.so that is forms a graphic.so that it forms a graphic.so that it forms a graphic.



- ◆ Photos—who can resist looking at a good picture?
- ◆ Cover lines—the most valuable space for a brief message is in the address space, directly to the left of the person to whom the newsletter is being mailed.
- ◆ Size and type of type—as a rule, *not more than three different type styles* or **SIZES OUGHT TO BE USED** in a newsletter.
- ◆  —a good way to include a forgotten announcement.

◆ Upside down text—people are sure to invert the page to see your “mistake.”