

Primary Headline

Upon opening the newsletter, this is the first page most people see and begin to read. It's the second big story position so something with compelling human interest would be a good choice. For the Headline, use 14 pt Helvetica Bold with single spacing. Use 11 pt Times or Times New Roman (again with single spacing) for the body copy. The inside is where much of your narrative content will be placed. This is a good place to insert graphics or photos.

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Captions can go under pictures and be set in 9 pt Helvetica.

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HOT STUFF

Story Category

Secondary Story Headline

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2



COOL STUFF

Story Category

Secondary Story Headline

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3

TIMELY EVENTS

MAY JUNE JULY 2007

MAY 30-31
Head = 9 pt
Helvetica Bold
Text = 9 pt
Helvetica

MAY 30-31
Yellow
Springs
Street Fair
10am-10pm

MAY 30-31
Yellow Springs
Street Fair
10am-10pm

MAY 30-31
Yellow
Springs
Street Fair
10am-10pm

JUNE 6-9
Yellow Springs
Street Fair
10am-10pm

JUNE 6-9
Yellow
Springs
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