



MAILING ADDRESS  
YELLOW SPRINGS, OHIO  
45387

BULK RATE  
US(?)  
POSTAGE PAID

PRINTED IN THE USA  
30% POST-CONSUMER WASTE FIBER  
© 2007



Story Category  
**Special Notable Headline**

This section can contain special notes about last minute things, corrections, additions to the community, retirements, etc. The body text is the same as all other stories. But the headline text can either be 24pt or 18 pt depending on the story's importance.

**(Note Mailing Indicia: To avoid any problems, PLEASE check with your post office before mailing to insure the content, orientation, and placement of the mailing information is correct. )**

Story Category  
**Primary Headline**

Upon viewing the newsletter at first glance, this is back page lead story. It could be the first thing they read or the last. So it's important to use this space for messages you want the readers to remember. Articles with important upcoming dates, policy info, discounts or cross promotional info, possibly coupons for retail opportunities, etc..are good for this area. For the lead story Headline, use 18 point

Helvetica Bold with single spacing. Use 11 pt Times or Times New Roman (again with single spacing) for the body copy. Make it as compelling as possible which often means sifen it down to it's most important points, then back those points up with facts. Testimonies and quotes also make a local piece like this strong.

Important: When you type

onto this page, the information on the other two columns to your right may move. This is because all of these columns are linked and flowing together in one larger column of information.

To adjust placement of elements on all columns, just add or remove "returns" after the copy you've placed above.

**VOLUME 1  
ISSUE 1  
SPRING/SUMMER  
2007**

•  
*Topic One*

•  
*Topic Two*

•  
*Topic Three*

•  
*Topic Four*

•  
*Topic Five*

•  
*Topic Six*

Story Category  
**Special Notable Headline**

This section can contain special upcoming events to note, business matters for recipients, corrections, contact information, etc. It can go down to approximately .75" to 1" away from the bottom.

Seasonal publication for friends of Yellow Springs  
**NEWSLETTER  
TITLE**

Story Category

**Primary Headline**

Upon viewing the newsletter at first glance, this is the first page most people will see and begin to read. It is where you want to give your viewers an idea of what they are in store for in this piece. For the lead story Headline, use 25 point Helvetica Bold with single spacing. Use 11 pt Times or Times New Roman (again with single spacing) for the body copy. This is your flagship story, so make it as compelling as possible which often means sifen it down to it's most important points, then back those points up with facts. Testimonies and quotes also make a local piece like this strong.

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Make sure your columns stay where they are from side to side. Shifting can cause uncomfortable closeness to the edge which in some extreme cases can cause chopping off of words (or parts of words) at the paper edge.

The 'Header' for a newsletter like uses art derived from the logo tinted back behind the type. There are two newsletter templates differentiated by color palette. These are to be used depending on the printing capabilities of the individual producing the piece.

The two choices are:  
Full- Color  
Black & White

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