

Newsletter Template Guidance

Opening the File

Choose a template you want to use and save the file to your hard drive. The templates are designed so that you can customize them by entering data or pictures in the fields provided. Once complete, you can save the edited version to your hard drive, ship it to a printer, post it online or all of the above!

To use the file, you must have the free Adobe Reader version 8 or higher. Older versions do not work. To download the most recent copy, visit <http://www.adobe.com/downloads/>. As always, consult your local IT support professional before downloading or if you run into any technical difficulties.

Getting Started

Open the template you plan to use and note the specific places where photos and text can be inserted. These fields are not movable, so we provided a variety to choose from.

*If you do not see the fields for text or images (they usually appear in a shade of blue), check the top right of the page. Click the button labeled “View Fields” and the fields will appear.

Inserting Text

1. For a smoother, more professional look, use the designated fonts for each section.
Head = Arial Bold, 24 pt.
In this issue = Arial, 9 pt.
Contact us = Arial, 8 pt.
Body copy = Times New Roman, 12 pt.
Captions = Arial Italic, 9 pt.
2. Write the copy in MSWord or some other word processing file.
3. Select and copy the text you want to import. Place your cursor in the field you choose and paste the copy. NOTE: The columns do not automatically “flow” from one to the other, so you may need to paste the remaining copy in the next column.
4. If you would like to change the font size (as for a headline) or to format text (italicize a title), make the changes in the word processing file before you import the text into the template.

Tips & Techniques for pasting copy:

Volume – Because copy does not automatically move from one full column to the next empty column in Adobe, the copy needs to be pasted in ‘column sized’ pieces. This is extra work, but one way to shorten the task is to do a “word count” of a column that fits.

Here's how: Once you get the copy into a column in the template and it looks the way you would like, copy and paste the column's worth of words into MSWord. Go to the "Tools" drop-down box at page top and click on word count. The computer will provide data on the number of words and even characters in the block of copy. Use this as a rough guide for future newsletters.

If you have a two-line headline in your first edition, but then use a one-line headline in the next edition, there will be extra room, of course, because the headline type size is larger than what is used for the body type. However, roughly speaking, the word or character count can help you decide how much copy to place in a given column.

Appearance – If your copy changes sizes after you paste it, you may have "copied" a hidden code when you lifted the text from wherever you found it. These hidden codes (such as "header" or "bold") can be pretty tough to separate from the text sometimes because they may look fine, but then revert once in the template. Here is a trick to "strip the codes" from the copy you want to work with.

On a PC, click Start >All Programs > Accessories > Notepad. Paste the copy you want to use in the newsletter into this program. All the codes will be stripped. Then, you can take the text and do what you wish with it – italics for species names, bold for headers, whatever.

On a Mac, go to the applications folder and choose Text Edit, and then paste the copy you want to use in the newsletter into this program. All the codes will be stripped. Then, you can take the text and do what you wish with it – italics for species names, bold for headers, whatever.

Inserting Photos and Clip Art

Use the specifications designated in the photo field.

1. If you need to re-size an image use the photo editor on your computer. PC users may also want to try [Irfanview](#). Mac users should use iPhoto. Use JPEG file formats.
2. If you need to resize your image, save the resized version as a separate file. Then, insert the resized image file into the field. Copying and pasting resized images without saving them will not work.
3. If you do not like an image and want to change it, simply paste your choice on top of the image already in the field.

Inserting Text and Graphics

Adobe allows you to insert pictures OR text, but not both in a single field. Here's a way to get around that if you want to use a picture and text together in your newsletter title space.

In MSWord, open a new file and insert the image you want to use. Select the image and the drawing toolbar will appear. Using the “wrap text” function, choose how you want the text that accompanies your image to appear. Once everything is looking the way you’d like it, select both image and text and choose “Copy.” Once the text and image are on the same clipboard, go to “Edit” on the dropdown box at the top of the page and choose “Paste Special.” A dialog box will appear that gives you several options of formats. Choose “Picture” and click “O.K.” The image that is pasted combines your separate image and text into one file. If you need to resize the image, view the MS Word guidance instructions for *Inserting Photos and Clip Art*. Then, from the file menu, choose “save as Web Page.” The result is a .png file that you can insert as you would any image into the template.

Inserting Excel Graphs

On the worksheet with the desired image, choose “Save as Web page.” Open the saved file (it is actually a folder). You will notice the charts have been saved as separate images. Open the image files to determine which one you need. (These instructions will vary for each photo editor.)

- On a personal computer, open the photo editor and select a new file. Fill in the height, width and DPI boxes, using specifications from the template. Insert the image file and save it as a JPEG.
- On a Mac, open the file with Preview, save as a JPEG, then import it into iPhoto. Next, Export it out of iPhoto indicating the size – in pixels – that you want the image.

Remember, you can also re-size images using other software. PC users may want to try [Irfanview](#). Mac users should use iPhoto. Use JPEG file formats.

In the template, click the image field and choose the file you just resized to insert the image.

Content

You are free to write about whatever you wish. Our county stakeholders, however, tell us they want a quick statistical update that summarizes the past month or quarter. Use the same name for this content in every issue. “Monthly/Quarterly Update” or “By the Numbers” are two suggestions. Feel free to use your own ideas for headings. Enter the title in the “In This Issue” field and include a page number. You may want to use the shaded field or you may not! Whatever the name and location, be consistent from month to month.

Here are some items you may want to include in the summary section: Contacts (face-to-face and others), Web site hits, events held, clubs formed, media appearances (especially if outreach is part of your mission), articles published (in newspaper, newsletter or other

media), Master Gardener questions answered, volunteer hours worked and awards received/distributed.

Helpful Hint – If your story leaves you with a bit of column space that is too small for a story, take a tip from professional newspapers. Create a series of small messages such as “Recycle this newsletter,” “Never fertilize without a soil test,” or “CFLs save energy costs. Try one today!” They’ll be at hand when you need them, and the variety of sizes makes selection quick and easy.

Saving/Using the File

1. Once you fill in the template, refer to the sample to double-check that every field is full. Rename the file, and save it to your hard drive.
2. Print a copy and ask a coworker *who has not worked on the newsletter* to look it over. The template comes with an automatic spellchecker, but you still need to check for spelling, spacing, color, gaps at the end of columns and missing text. If you plan to post the file online, do so and share the link with a coworker.
3. If you opted to use a front and back insert page, double-check the page numbers to ensure all are in the proper order.

Distributing the File

You can distribute the file in different ways. Choose the method that works best for your intended audience.

1. Print it out or send to a printer. Some copiers do not reproduce photographs well. You may want to run these off at a printer or copy shop.
2. Post online as you would any PDF. Please put the link on your Web site. Send e-mail with the link to interested parties with Web access and save on postage!
3. Attach it to an e-mail and send to your distribution list. Caution: This may not work for those whose e-mail accounts have size limits or those whose server prevents mail with attachments from being accepted. You may need to play with your list a bit to see how well this works for your particular distribution list