

# Newsletter Design and Printing Helpful Hints

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## DON'T

- Don't use underlining. Use boldface or italic type instead—it is easier to read.
- Don't hyphenate too many words. When you use narrow columns of type and are justifying the right margin, you wind up hyphenating too many words which slows the reader. Instead, use a wider column or choose a ragged-right margin.
- Don't use too many type faces on a single page; the recommended number is two.
- Don't use hard-to-read fonts for body copy. Some typefaces, such as Avante Garde, look great in headlines, but are difficult to read in body copy. Serif typefaces are best because they are easier to read. Some good serif typefaces are Palatino, Times Roman, and Garamond.
- Don't use small type and tight leading. Most typefaces work best for body copy when sized between 9 and 11 points. Leave plenty of line space (leading) between each line, too. A good rule of thumb is to set leading two or three points higher than the body text size (e.g., 12-point leading with 10-point type).
- Don't over-do clip-art—too many illustrations distract the reader, and tastes vary dramatically.

## DO

- Do keep your “look” consistent. Each issue of your newsletter should look the same—choose a simple style and stick with it.
- Do remember that you don't have to fill every last inch of space on a page. Don't be afraid to leave white space; white space helps the reader focus and makes all printed materials easier to read.
- Do avoid fonts that don't project the right image or mood for the subject, such as a “comic” font for a professional organization.
- Do avoid using screened boxes when photocopying—your copies will look muddy.
- Do identify club officers in the newsletter so club members know who they should contact.
- Do use spell-check!

## Should I print or photocopy my newsletter?

It depends on how many you need and what your budget is. Printing provides better quality than photocopying, but is more expensive. The *more* copies you *print* the more cost competitive it is. Photocopying is cheaper, quicker and suited for small quantities (under 300).

Before you decide, explore the options...check with local printers and copy shops.

- Call your local print and copy shops for price quotes. Good ones will take the time to talk with you about your needs. Keep in mind that different shops have different presses, so expect to see a variety in pricing.
- Get price quotes from multiple print shops—don't assume your printer has the best prices for *all* types of print jobs. Printers vary on their prices. One print shop that has the best price for a newsletter run of 1,000, may be the highest for a quantity of 10,000. Another printer that may be the cheapest on a 4-color newsletter, may be extraordinarily high on prices for a 2-color publication. Few print shops can afford all the presses that would be required for them to have the best price in town on all possible print jobs, with their varying quantities, color requirements and sizes. That's why it's important to get price quotes from multiple printers for each new job.

Note: Pricing differences happen because each print shop has different kinds of overhead and different presses that specialize in certain jobs. For instance, a "quick printer" may have a small press that can print small quantities of a two-page newsletter very economically. But for larger quantities, a print shop with a larger press may be more efficient and cost-effective because it can print four copies of the newsletter at a time.

- If you decide to print your newsletter, make sure your printer can support the application you're using (i.e., Word, PageMaker, Quark Xpress, etc.).

## How long will it take until I get the "finished" piece?

Industry standards are:

- Photocopying—usually 3-5 business days. Some copy shops specialize in "fast" service (overnight or 1-2 days).
- Printing—plan on 2-3 weeks for most 2-4 page newsletters. Most printers need this time because they organize jobs according to their press schedule and paper order, supply you with proofs, etc.

## **I've decided to photocopy my newsletter—now what?**

- Choose a light colored paper (white, yellow, light blue) which will be easy to read.
- Using 20# standard copy paper will meet postal standards for your newsletter, but if your budget allows, you might want to think about using a heavier paper (maybe 60#) for a more “polished” look.

Note: The heavier the paper, the more expensive it is. Paper weight is assessed in terms of a “pound” rating. For instance, a paper that you’re considering may come in 50#, 60#, 70# or 80# weight. This rating refers to the weight of 500 sheets of that particular paper. But the main thing to remember is: the higher the number, the heavier the sheet, the finer the quality and the greater the cost. Be sure to talk to your printer about this—often.

- Give your copy shop an electronic file to print from, not paper “originals.” If they can photocopy directly from the file, you’ll get crisper text and photos. Make sure they support the application you’re using (i.e., Word, PageMaker, Quark Xpress, etc.).
- Ask your copy shop to use the “text and photo” setting on copier (this will help keep your photos from becoming too muddy).

## **I've decided to print my newsletter. How can I keep costs down?**

- Limit the number of colors in your newsletter. The more colors of ink you use, the more expensive it’ll be. Full-color printing, which requires the use of four inks known as “process colors,” is more costly than two-ink printing (usually black and an accent color). Two-ink newsletters are popular because they can be designed with enough splashes of color to make them visually attractive, yet they don’t break the bank.
- Use standard-sized pages. If you have a standard-sized newsletter, with pages that are letter sized (8.5-by-11 inches) or tabloid sized (11-by-17 inches), you’ll save money on printing compared to having an odd-sized newsletter. Print shops can only order paper in limited sizes, and these sizes are usually in multiples of 8.5-by-11 inches.
- Don’t order better paper than you need. Most newsletters are printed on white 60# or 70# paper. (See “Note” under photocopying above for more information on paper weight.)
- Avoid bleeds—A bleed is when ink extends all the way to the edge of the sheet. In other words, there is no margin between the printed image and the edge of the sheet—the ink goes right off the page. Bleeds are costly because printing presses need

small margins on the edge of each sheet so grippers can make contact and feed the page through the machine; printers must use an oversized sheet of paper. Once the oversized sheet is imprinted, the print shop must trim the sheet down to the finished page size.

- Ask your printer how to reduce costs—sometimes, if you change one little thing on your print job, you can save hundreds.

### **What do I need to give my printer?**

- Page layout file (if applicable)
- All artwork used in the file (EPS, Tiff, etc.)
- All fonts used
- A hard copy proof (be sure to keep the original for yourself!)
- Any original artwork or transparencies needing to be scanned (this is usually a separate service and charge—check with your printer before you submit your job)
- Transmittal form with names of files, fonts, expected delivery time, etc. Most print shops have these forms ready for use, just ask for one. And, if you need help filling it out, most print shops will help you.