

RM

Lead Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market

your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Pub-

lisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Special points of interest:

- **Briefly highlight your point of interest here.**
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Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into

the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!,

Membership Drive Exceeds Goals, and New Office Opens Near You.

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Top of the Bops

By Imogen

Assumption Grammar School's junior dance team have won 1st place in the Northern Ireland Creative Movement & Aerobic Championship for the third consecutive year.

As the familiar childhood tune "Inspector Gadget" began, the teams two minute fast paced aerobic dance did too.

was finished.

The team consisting of 22 girls, including two sub's travelled the short distance to Lisburn city's Lagan Leisureplex to take part in the competition, along with more than 20 other teams from Northern Ireland.

But they had come a long way since rehearsals began in late 2008. Their fitness levels were excellent and it was clear from

"We had stiff competition this year from St.Paul's Bessbrook and St. Genevieve's Belfast who were both really good" team members Sorcha and Rachel agreed. Congratulations girls and keep up the hard work. Good Luck for next year...



It was a superb performance and clearly the judges agreed with the audience who went wild when the flawless dance

the expressions on their faces that all the girls were delivering the required components with ease!

Inside Story Headline



Inside Story Headline

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be

out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place

the caption of the image near the image.



Caption describing picture or graphic.

Your business tag line here.

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

WE'RE ON THE WEB!

EXAMPLE.MICROSOFT.COM

Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently

asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday

of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.