

## CHAPTER 5

### GETTING IT READY TO PRINT

Note: This chapter deals with using a computer to get your newsletter ready for print. For information on doing it the cut and paste method (without the use of a computer), please refer to **Appendix C**.

After all the hard work that's gone into getting your newsletter together, it would be a shame if no one read it.

Your material will almost certainly go unread unless you take into account one critical consideration: your readers! Your readers, any readers, can be inattentive, busy, tired, and easily distracted. To keep them with you, you've got to make your material as easy to read as possible.

The single most important thing you can do to make it easy on your readers is to put your body copy in columns. When a single spaced line of text goes the full width of a standard page, the reader's eye has to travel a long way back to the beginning of the next line, and it's frustratingly hard to tell which line is the next one. But columns create shorter lines; that means a shorter distance for the eye to travel, thus less work for your reader.

You can use two columns, or three, depending on your page width and type size; shoot for a line length of 35-45 characters. Leave ½ inch margins on both sides (¾ inch on the stapled side if you're side-stapling), and ¼-⅜ inch between columns. Too little space between columns runs the columns together; too much space makes the columns "float." Generally, the computer programs of today will automatically set your margins and spacing for you. Once you choose the spacing you want, it'll always be the same for you.

Another way to make it easy on your reader is to break large chunks of text into short paragraphs. Use dashes, asterisks, or "bullets" (small solid circles) to set off lists of items or statements. We've used bulleted lists frequently in this manual.

#### 5.1 PREPARING THE TEXT

##### 5.1.1 FONTS

Use of the same print (font) style throughout is sometimes recommended, but this is not cast in stone. The occasional use of a different font for a story can help make that story stand out. The same is true of a title header. An unusual font can call out to the reader for attention. It is a good idea to stay with one preferred type style for most or all of your newsletter, but it can add life to your newsletter at the same time when you choose one or two select stories for a different treatment. However, in designing your pages,

it is suggested you limit any excess in the use of different fonts in a single newsletter.

Use a print style (font) that is easy to read. Times New Roman is usually the font of choice for the majority of a newsletter. It is easier on the eyes, especially for those that must squint to see the smaller print. Never use a script style as it is very hard to read, unless simulating a signature is desired for some reason. Script style is just too hard to read in the body of an article. Italics may be used for emphasis occasionally or for "editor's notes", but also should not be used in the body of an article, because they are too hard to read. Examples are as follows;

Arial -This is a block style good for the body of an article

Times New Roman - This is a style often preferred for the  
body of an article

*Times New Roman Italic - This is an example of an Italic and;*

*Freestyle Script - This is an example of a script style.*

There are unlimited computer fonts available. You do not want to use a font so small that your reader can not read it. A font size of "10" is normal. You can adjust up to about a "12" without looking out of place. It's good to be able to adjust between these two figures to fill out a newsletter page and make it look professional. Of course, if a "12" doesn't fill the page, use a graphic or newsletter business card ad to fill in.

This is 10 font type.

This is 12 font type.

This is 14 font type (not recommended)

Never type body copy in all capital letters; YOUR INTENTION (AN HONORABLE ONE) MAY HAVE BEEN TO EMPHASIZE YOUR WORDS, BUT THE FACT IS, IT'S HORRIBLY DIFFICULT TO READ IF THERE'S MORE THAN ONE LINE OF IT, AND IT DISTRACTS THE READER.

### **5.1.2 COLUMN JUSTIFICATION**

You may want to "justify" your columns of text; that means each line of text ends exactly at the right and left margins, like a newspaper column. This is done automatically if you're using a word processor or having your text typeset.

Justified type is not necessarily "better" than non-justified (usually called "ragged right"); it just gives your newsletter a different, more formal look. If you justify your columns, hyphenate liberally (more so than you would ordinarily) to avoid large gaps in the text known as "lakes."

### **5.1.3 COLOR**

If you print your own newsletters, you have the advantage of printing on your own schedule. Ink jet printers have become very reasonable, although the cost of ink refills needs to be taken into consideration. Laser printers are better yet, but generally out of the price range of a small AACA Region. Printing your own newsletter gives you another advantage, Color! From highlighting pages to printing full color pictures of your members and their antique automobiles, the proper use of color can do amazing things for your publication. The results will add interest and positively impress your readers. Depending on the quality of the pictures (megapixels, if you're using a digital camera) you are reproducing, you can almost reach magazine quality productions. If you use a digital camera for your pictures, it is recommended that you use a camera with 4 or more megapixels to insure that your pictures will be of the highest quality when printed. Just be aware that color ink doesn't go far if you overdo it. The amount of ink you use can change the equation too. Most computer printers are easily adjustable to the amount of ink you can use. Keep in mind that you can overdo it with ink. Large color panels may look nice at first, but can overwhelm with abuse. An example of a full color panel is where the entire interior of a box is colored, as opposed to only the text or border being colored. Color Borders and/or color fonts can produce a look almost as good as full colored panels without the extra expense of heavy ink usage. So, in summary, too much color can hinder your newsletter.

## **5.2 HEADLINES**

Whether your text is prepared on a typewriter, a word processor, or by a typesetter, attractive, catchy headlines for articles encourage your reader to read the text below. You can use the same type style throughout your newsletter, for a uniform appearance; or you can vary type styles to match the "feel" of the articles. You may wish to design special headings, such as using clip art, for recurring features. Look for general-purpose headlines ("COMING SOON!" and the like) in junk mail or magazines; save them in a photo album with the rest of your clip art. As a rule, headings should be no larger than 1/4-3/8 inch. Avoid hand lettering, if possible.

## **5.3 PHOTOGRAPHS**

Photographs are a very important addition to a publication if handled properly. Be wary of making photos too small. If items depicted are too small to be identifiable they simply detract from your newsletter. All pictures should be of equal quality. Color photos are great, but black and white photos are fine as long as they're sharp in appearance. If you use a

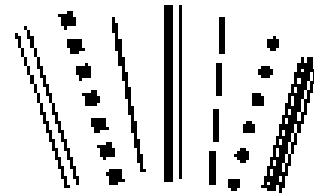
professional print shop, you'll need to make sure your proofs are reproducible. Be sure to communicate with the print shop for acceptability of any proofs. Photos look better if they're framed with border tape or a dark line. It's very important to always include a caption to explain the action and identify the subjects. Be sure you give credit to the photographer.

<b>NAAP SCORING:</b>	<u><b>VALUE (+)</b></u>
#4-Photos present somewhere in the newsletter _____	10+
<b>5 bonus points added to initial score of 10 points with -</b>	
A. The use of one or more color photos in the newsletter (does not have to be all) _____	05
<b>Note:</b> see Chapter 7 for complete <b>NAAP</b> scoring sheet	

## **5.4 CAMERA READY COPY**

Now that you have all your body copy prepared, and the headlines, artwork, and photographs ready, it's time to assemble this mass of material into a completed and laid out camera-ready form. .

To avoid a cluttered look, allow plenty of what the professionals call "white space" in your layout. White space is the un-printed part of your page, and the careful use of it makes your newsletter attractive and easier to read. The space above the text on this page is "white space."



*Sample Borders*

Highlight special announcements with borders. Border designs (see **Appendix B** for sources) are available in many sizes and styles. Elaborate border types can add or detract from an article. Use your own sense of what you feel will draw readers to an important article or announcement.

The effective use of clip art gets your reader's attention and can add interest to your page; but don't overdo it, or your cluttered page will look like the clip art equivalent of a ransom note. **Appendix B** contains sources for the kinds of clip art and some samples to get you started.

## **5.5 PROOF READING**

There's nothing more important than proof reading your newsletter. It's very embarrassing to everyone, your members included, to see someone's name misspelled. Misspelled words, missing words, improper words (profanity), or even incorrect grammar can take away from an otherwise perfect newsletter.

It's better to have someone, other than yourself, to proofread your newsletter. Another set of eyes will pick out mistakes you have looked at many times and not seen. It's wonderful if you can find a designated proofreader with that special talent. Check with your members. You may be surprised at the talent some of them possess.

## **5.6 REPRODUCING YOUR NEWSLETTER**

Now that your camera-ready copy is finished and has been proofread several times, you're ready to have it photocopied or printed. What color paper should it be on? White is always safe; but a newsletter printed on colored paper stands out invitingly in that pile of bills and junk mail your members get in the mail every day, and the cost for colored paper is minimal.

Never print on dark paper though, such as dark green, red or blue because the poor contrast between the dark paper and the black ink is extremely hard on your reader. Use light paper colors: canary, buff, ivory, pale blue, pale green, maybe goldenrod. And stick with black ink; colored ink only decreases readability and increases cost. When copying your newsletter for the first time, be sure to run one copy to check the contrast between photos and text, to make sure copy is not too dark or too light. Adjust the copier to a compromise between the photos and text. Also, computer printers are famous for losing text lines, so this is a good time to make sure that has not happened.

Professional offset printing (either at the corner quick-copy or from a bigger outfit) produces a high quality newsletter, but for small quantities it's more expensive than photocopying. Some larger printers may not wish to take on small jobs. Printing prices vary widely; check around.

Mimeograph and ditto reproduction were once common ways to print small newsletters, but with inexpensive photocopying available now on every corner, these older printing methods are obsolete. A used mimeograph machine, available free at or minimal cost to your club, may seem like a great idea for your newsletter; but making the stencils is a hassle and the printed results are only marginally acceptable. Keep in mind that the reason the used machine is available is that the owner has switched to a faster, cheaper reproduction method that produces higher quality results; you should too.

Regardless of how your newsletter is reproduced, if it requires that the camera ready copy leave your own two hands, be specific in your instructions: How many copies you need; How soon you'll need them; Paper color and weight; Ink color; Any folding, collating, or stapling services you need, etc. If your newsletter uses a paper size, weight, or color that's not normally in stock, give your printer some warning each month so that he can order your paper.

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