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Newsletter Sourcebook



Synopsis

Using successful publications as examples, this guide shows any businessperson how to choose the best formats, type and graphics for their work. Also, the use of the Internet to locate information and images, and subscribers, is covered.'

Book Information

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Customer Reviews

Good design and layout is important for the success of any Website. Websites are created to share information of one sort or another and do not follow any one design pattern. One popular design format for sharing information online that we should be familiar with is the newsletter style that is intended to communicate information in similar fashion as the common newsletters we get in the mail. Most news reporting Websites use this same format. Mark Beach and Elaine Floyd have written Newsletter Sourcebook to offer readers plenty of sample layouts and creative newsletter design assistance. The book measures 8 1/2" by 11" and contains many full-colored examples of newsletter layouts and design tips. Many of the samples can be easily adapted for Website design purposes. Although this book is not intended to deal entirely with Website design principles, the placement of graphic images, the effective use of colors, the creative use of columns, the structure of text, and font selection can assist Website designers to produce top-notch newsletter Websites. A number of Website screen shots are provided to display the impact made by online newsletters. With a little re-working this book could easily pass for a Website design handbook. The advantages of using this book are crystal clear. The authors have been in the newsletter business for many

years. This book is proof of it. Their experience is demonstrated by the detailed work exhibited throughout. Anyone can achieve similar results. Additionally, when time is short the Website designer can quickly thumb through this book for easy ideas to put to use. All that is necessary is basic knowledge of HTML programming and/or the use of good Website design software programs. Begin creating newsworthy Websites, newsletters, and other forms of promotional literature for yourself and for others with this great resource book today. This is a must-have book!

In all the books I have on newsletter design, this has been the most beneficial! It offers many great examples in full color stating what each design has to offer. It has lots of tips and addresses each part that goes into newsletters from nameplates to the mailing panel. I wish they would come out with a new one!

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