

Alcatraz Sailing Club

Sailing on San Francisco Bay

This four page newsletter was created with Microsoft Publisher and converted to PDF using PDFCreator. The PDF file is only 174k bytes.

Spring 2005

Volume 1, Issue 1

Fancy Newsletters Online

We can now publish our newsletters online and they look just the same as the print version. We are using PDFCreator a free open source program available at SourceForge.net.

SourceForge.net is a collection of open source software projects. You can find a wide variety of useful programs there and you can even volunteer to participate in the development of them. Each program is a collaborative effort by a team of volunteer developers who may be working together yet be spread across the earth.

PDFCreator is a simple yet powerful tool for creating PDF files. It is a printer driver for Windows computers, which

allows you to simply print your word processing or desktop-publishing document and have it quickly become a PDF file. There are numerous configuration options however the default settings are quite acceptable for many purposes.

Some of the options exist to help create smaller PDF files. This is very important. Have you ever waited minutes for your browser to download a huge PDF file from a web site. Often those huge files could have been avoided with some simple configuration settings in whatever tool was used to create them.

To learn more about this tool and about the eChapters.com



Sunset on our bay

recommendations for creating PDF files be sure to view the Advice About PDF Files link on the Admin page.

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Special points of interest:

- Briefly highlight your point of interest here.
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Blue Water Adventure

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.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own

articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your

newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures

or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

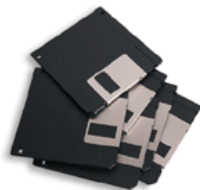
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Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey.

Avoid selecting images that



Caption describing picture or graphic.

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 im-

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Sailing on San Francisco Bay

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4
Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

We're on the Web!
example.Microsoft.com

● Your business tag line here.

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.

Back Page Story Headline

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.



Caption describing picture or graphic.