E-mail/Online Newsletters:
Email or online newsletters may fall into two categories, “internal” or “for public consumption.” Newsletters may be created as a web page or PDF documents. All online newsletters may have an accompanying promotional email created for announcement purposes, driving recipients to the newsletter web page or document.

Content Submission Procedures
All content for e-mail/online newsletters, including text and images, that are for created for public consumption, must be handed off to the publications/web team at one time. All content for e-mail/online newsletters that are for created for internal consumption, including text and images, must be handed off to the web team only.

Content Due Date:
3 weeks prior to the release date. (1 week at Publications, 2 weeks Web Production, if public)

Written Content Guidelines:
- All written content must be provided in a single MS Word Document including complete text of articles in the order in which they are to appear. (If there is a main story, it should appear first in the document.) Each article should be no bigger than 2-3 paragraphs, if possible.
- Headlines (Titles) for each article should preface the article body.
- For each article, supply a summary of 2-3 sentences, to be used in the e-mail announcement.

Image Content Guidelines:
There may be one image per story. These images will be used as thumbnails on the email announcement and as web images for the online newsletter.
- Images must be high resolution. Main story images must be at least 600 pixels in width.
- Image files should be named relative to the article they support.
- Images may not be embedded in any type of document, such as a word document or power point presentation. Images must be supplied separately.