



## Series on E-Newsletters: Creating the Design

Welcome back to the third and final e-newsletter series, which will cover designing your e-newsletter. If you missed the first and second issue, you can view the Inspiration newsletter on our website at the following URL: <http://www.smeps-ga.org/MemberResources.htm> (2005 Fall – Background on e-Newsletters; 2006 Spring – Setting up Contacts).

The first step to designing an in-house e-communication is to remember to keep it clean and simple, and stay with your corporate branding image. Your design should compliment your website and reinforce your corporate brand. Steps A-B discuss the initial steps to set-up your document. Step C discusses design elements you will need to know to create your design. Step D discusses exactly how the example was made.

### Step A: Initial Design Set-up

1. Open a new blank Word document by clicking on **File** and then **New**.
2. On the **File** menu, click Page Setup.
3. Change the Top, Bottom, Left & Right margins to 0" and click OK. (see figure 1)
4. A dialog box will appear requesting to fix the margins. Click on Fix to allow the adjustment. (see figure 2) It will automatically adjust Top to .18", Bottom to .28", Left to .25", and Right to .25".

### Step B: Creating Design with Tables

1. On the **Table** menu, point to **Insert**, and then click **Table**.
2. Type in the number of Columns and the number of Rows. (see figure 3 to determine the number of columns and rows.)
3. Click **OK**.

To be able to determine the number of rows and columns required, you will need to have an idea of what your final product will look like. You might want to make a sketch. As you can see in **figure 3**, the initial design required 2 columns and 12 rows. Then by merging, splitting, applying shading, and borders to the cells, the design emerges.

### Step C: Design How-To

1. **Highlight Cells**  
To highlight a cell, place the cursor on the left edge of the cell until an arrow appears. As the arrow appears, click the left mouse button to highlight a cell. (see figure 4) To highlight multiple cells drag your mouse across each cell.
2. **Merge Cells**  
To merge columns or rows, highlight the areas that need to be one continuous section. While highlighted, right click and choose **Merge Cells**. (Items merged are in Light Green)
3. **Split Cells**  
To split a cell into two rows or two cells; highlight the areas that need to be split. While highlighted, right click and choose **Split Cells**. (Items merged are in Pink)
4. **Apply Shading to Cells**  
To shade a cell or multiple cells, highlight the area(s) to be shaded. While highlighted, right click and choose **Borders and Shading**. Choose the **Shading** tab and choose the desired color and/or pattern. Click on the **More Colors** button and the **Custom** tab to specify an RGB value or for more color choices.
5. **Apply a Border to Cells**  
To add a border to a cell or multiple cells, highlight the area(s) that needs a border. While highlighted, right click and choose **Borders and Shading**. Under the **Border** tab, choose the line style, the color, and width. (see figure 5)
6. **Insert an image**  
On the **Insert** menu, click on **Picture** and then From File. Find the location of your picture

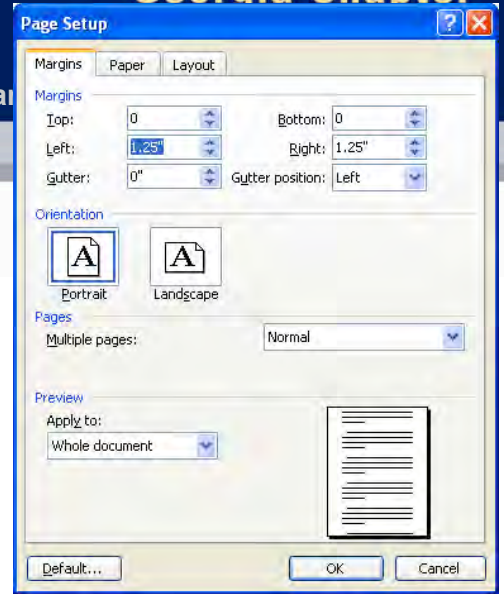


Figure 1

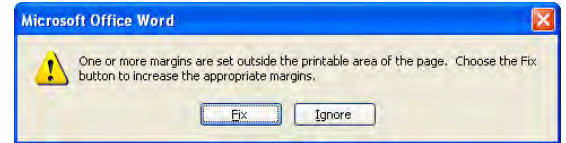


Figure 2



Figure 4

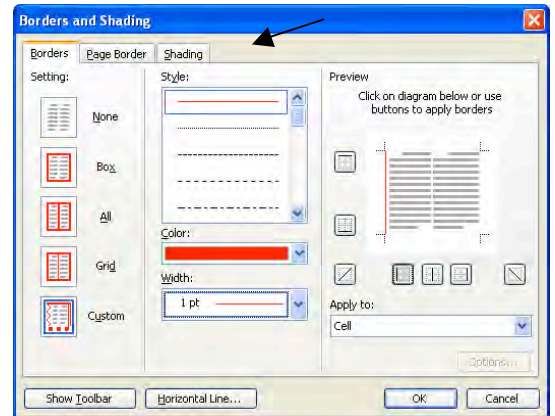
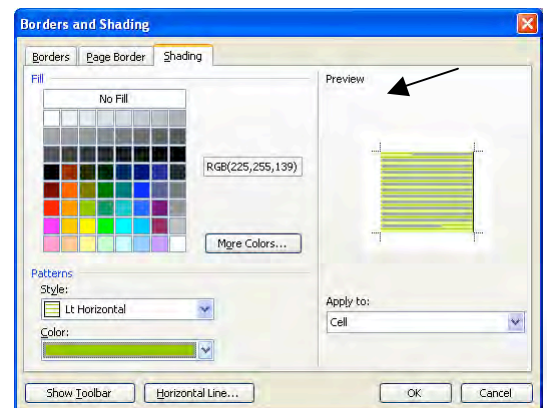


Figure 5



and click on the image. Then click the **Insert** button.

7. **Editing an image**

The image should be saved as a .jpg and should be edited down to the actual size used. Use Photoshop or a photo editor to reduce the resolution or dpi to no more than 150dpi and no less than 72dpi at size. A higher dpi will increase the size of the file, but the image will be clearer when it is printed.

See [http://www.adobe.com/education/webtech/CS/unit\\_graphics1/pcb\\_change\\_size.htm](http://www.adobe.com/education/webtech/CS/unit_graphics1/pcb_change_size.htm) for instructions on how to edit an image. If you don't have an image editing software, cheap and sometimes free software is available through <http://www.download.com/>

8. **Inserting Hyperlinks**

To insert a **hyperlink** (an element in an electronic document that links to another place in the same document or to an entirely different document), highlight the word(s) or picture that need to be linked to another electronic document. On the **Insert** menu, click on **hyperlink**. A dialog box will appear. In **Text to display** at the top of the dialog box type in the word(s) that should be displayed. (If you highlighted word(s) the word(s) will appear in the area). At the bottom the dialog box in **Address**, type in the web address, url, or email address to link the word(s) or picture to an electronic document.

**Important:** Be sure to put **http://** before the address or url and **mailto:** before an email address. Additionally, a linked document must be uploaded to a website through FTP software. FTP instructions: <http://www.ipswitch.com/products/file-transfer.asp>

**Step C: How Figure 3 Was Created (see next page for Figure 3)**

1. **Entire Table**

Highlight the entire table and right click on **Borders and Shading**. While the entire table is highlighted, choose the **Borders** tab and select **None** for settings. This will remove the black border lines to allow you to create your design. Click **OK**.

2. **Row 2**

Merge column 1 & 2 with black shading.

3. **Row 3 & 4, Column 1**

Merge rows 4 and 5. Apply shading which includes a **Fill** with a RGB value of 225, 255, 139. The **Pattern Style** is **Lt Horizontal** and the color is lime green. (see figure 6).

4. **Row 3, Column 2**

Apply lime green shading.

5. **Row 4, Column 2**

Apply shading with a 225, 255, 139 RGB value.

6. **Row 5-8, Column 1**

Merge rows 5-8.

7. **Row 5, Column 2**

Split row 5 to two columns.

8. **Row 7, Column 2**

Split row 7 to two columns.

9. **Row 9-11, Column 1**

Merge rows 9-11.

10. **Row 12**

Merge columns 1 and 2 and apply black shading.

11. **Column 1, Row 2-11**

Apply a black border with 1 point width on left side.

12. **Column 1 & 2, Row 9-12**

Apply a black border with 1 point width on top and bottom.

13. **Column 1 & 2, Row 12**

Apply a black border with 1 point width on left and right side.

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Now your design is ready for text. Be sure to use a commonly used font and try not to use more than 2 fonts in a document. Additionally, color is an effective way to highlight important text. This allows a reader to scan the document and read more if they are interested. To read more about proper design, check out this website: <http://muextension.missouri.edu/explore/comm/cm0440.htm>. You are now ready to implement the mail merge features discussed in Issue 2. The last and most important item is **to be sure to test the e-mailer, links, and merge data** before sending it. Test it out by sending it to yourself and others in your company before sending it to your clients. You have one chance to do it right. Create a checklist of items and double check them before sending.

Hopefully, this three-part series has given you a better understanding of how to send an in-house e-newsletter and has provided you with the basics on how-to use this effective outreach tool. If you have questions or items you would like to see covered in future articles about this technology, please email [webmaster@smps-ga.org](mailto:webmaster@smps-ga.org). Be sure to check out our Resources page on the SMPS-GA website for a link of the template in figure 3. Happy e-mailing!

<p>Column</p> <p>Logo here</p>	<p>Column</p> <p>Title Here</p> <p>Subtitle here...</p> <p>Row 1</p>	
<p>Merged</p> <p>Announcements</p>		
<p>Merged</p> <p>NEW PROJECTS</p> <p>Title - Location Description</p> <p>Title - Location Description</p> <p>Title - Location Description</p> <p>Merged</p>	<p>Article One Header Text here....</p> <p>Split Column</p>	<p>Insert Picture here...</p> <p>Row 5</p>
<p>PEOPLE IN THE NEWS</p> <p>Name Title Description</p> <p>Name Title Description</p> <p>Name Title Description</p>		
<p>Row 6</p> <p>Article Two Header Text here....</p> <p>Split Column</p> <p>Insert Picture here...</p> <p>Row 7</p>		
<p>Row 8</p>		
<p>Row 9</p>		
<p>Firm Name Address Telephone Website address</p> <p>Merged</p>	<p>Text about firms or a list of markets.</p> <p>Row 10</p>	
<p>Row 11</p>		
<p>Merged</p> <p>Provide an opportunity for recipients to "unsubscribe". If you would prefer not to receive any more, please reply to this email with "unsubscribe" in the subject.</p> <p>Row 12</p>		