



NEWSLETTER CHECKLIST

1. Target Audience:

internal ___ (employees ___ members ___ others ___ (specify) _____)

external ___ (customers ___ prospects ___ others ___ (specify) _____)

2. Editorial Objective: main purpose of publication _____

3. Size: 2 pages ___ 4 pages ___ 8 pages ___ other: _____
8-1/2 x 11 ___ 11 x 17 (tabloid) ___ other: _____

4. Frequency: quarterly ___ 6x/year ___ monthly ___ annually ___
other (specify) _____

5. Production:

- Colour: black & white ___ 2-colour ___ 3-colour ___ 4-colour ___
- Quantity to be printed: _____ Any folds? (specify final size): _____
- Paper Stock: glossy/coated ___ uncoated ___ recycled ___

6. Services Required:

- concept development – planning overall (i) editorial ___ (ii) design ___
- ongoing project management _____
- editorial: planning ___ research ___ interviewing ___
writing ___ editing ___
- production: design/layout _____ printing ___
- mailing/distribution: _____

7. Content Required:

news ___ articles ___ tips ___ products/services ___ resources ___
upcoming events ___ profiles (eg. clients, employees) ___ case studies ___
other ___ (specify) _____

Any story leads/content (copy/graphics/photos) supplied? (specify) _____
