

# Elements of a Newsletter

Most newsletters will contain at least a masthead, body text and headlines, but usually there will be many more of these elements incorporated into the newsletter design.

## MASTHEAD

The banner on the front page of a newsletter that identifies the publication is its masthead. It is sometimes also referred to as the "flag". The nameplate usually contains the title of the newsletter, possibly graphics or a logo, perhaps a subtitle/motto, and publication information including volume/issue number and/or date.

## BODY TEXT

The body of the newsletter is the bulk of the text excluding the headlines, graphics and decorative text elements. It's the articles that make up the newsletter content.

## TABLE OF CONTENTS

Usually appearing on the front page, the table of contents briefly lists articles and special sections of the newsletter and the corresponding page number for those items.

## INSIDE MASTHEAD

The inside masthead is that section of a newsletter design, typically found on the second page (but could be on any page), that lists the name and address of the publisher and other pertinent data. May include staff names/contributors/officers, contact/subscription information, addresses, logo, etc.

## HEADS/TITLES

- **Headline** – After the masthead, the headline identifying each article in a newsletter is the most prominent text element. It usually determines if the article is read or not.
- **Kicker** – The kicker can be set above or below the headline. Above the headline, the kicker is a short phrase that can serve as an introduction or section heading to identify a regular column. Below the headline, the kicker is one or more lines of text found between the headline and the body of the article. It elaborates or expands on the headline and topic of the accompanying text.
- **Subhead** – Subheads appear within the body of articles to divide the article into smaller sections.
- **Folio/Running Head/Header** – Repeating text – often containing the title of the publication – that appears, usually at the top of each page or every other page in a newsletter design. The page number and/or issue date is sometimes incorporated within the folio.
- **Continuation Head** – (see below)

## PAGE NUMBERS

Page numbers can appear at the top, bottom, or sides of pages. Usually page one is not numbered in a newsletter.

## BYLINES

The byline is a short phrase or paragraph that indicates the name of the author of an article in a newsletter. The byline commonly appears between the headline and start of the article, prefaced by the word "by" although it could also appear at the end of the article.

Bylines for graphics can be located under, beside or within the graphic and are usually prefaced with a dash.

If an article or graphic is reprinted, credit should be given to the original source.

## CONTINUATION LINES

When articles span two or more pages, continuation lines are used to help readers find the rest of the article.

- **Jumplines** – Jumplines, also called continuation lines, typically appear at the end of a column, as in *continued on page 45*. Jumplines at the top of a column indicate where the article is continued from, as in *continued from page 16*.

- **Continuation Heads** – When articles jump from one page to another, continuation heads identify the continued portion of the articles. The continuation headlines, along with jumplines, provide continuity and cue the reader as to where to pick up reading.

## GRAPHICS

A newsletter design layout may contain photographs, drawings, charts, graphs, geometric shapes, outquotes or clip art.

Graphics are used to enhance the look of the publication, add meaning or embellishment or fill white space. They can be placed within articles, heads or as stand alone items.

- **Mug Shots** – The most typical people photograph found in newsletter design is the mug shot – a more or less straight into the camera head and shoulders picture.
- **Caption** – The caption is a phrase, sentence, or paragraph describing the contents of an graphic such as a photograph or chart. The caption is usually placed directly below, above, or to the side of the graphic.
- **Out-quote** – the out-quote, sometimes called a pull-quote, is used to attract attention, especially in long articles. It is a small section of text "pulled out and quoted" in a larger typeface.

## MAILING BLOCK

Newsletters created as self-mailers (no envelope) need a mailing block. This is the portion of the newsletter design that contains the return address, mailing address of the recipient, and postage.

The mailing block appears on one-half, one-third or one-quarter of the back page so that it faces out when folded.

Mailing blocks must conform in size, content and location with regulations set forth by the mailing authority.