



On time, on budget

You know having a newsletter would be an impressive marketing tool for your company or organization, but you only have so much money available. So how do you produce an awesome newsletter without breaking the bank? It is possible. In this issue of **inkspots, Nyman Ink** gives you the scoop on how to produce a high-quality newsletter on a limited budget.

Planning: stick to a schedule

At the outset, create a newsletter plan that outlines responsibilities and includes a schedule, budget, and content and design ideas. Remember the first issue of a newsletter will take two to three times longer to produce than subsequent issues.

Then, stick to this plan! Overtime costs money: a writer, designer, editor or printer may charge you extra if he or she has to work long hours to meet your deadlines. By planning ahead, you'll have time to carefully check proofs and make revisions, rather than missing things or incurring extra charges because you're rushing to meet deadlines.

Have everyone who must read the newsletter do so at the same time — when you receive the *first* proof —

and mark all changes on one master copy. If the typesetter has to make changes from several different copies, and on the second or third set of proofs, you'll incur unnecessary costs.

Planning ahead also means you can assign upcoming stories well in advance, or even produce several issues of a newsletter at the same time, saving valuable time and possibly even printing costs.

Printing: colour your world

Colour adds personality to your newsletter and makes it stand out. But adding colour means adding expense, right? Not necessarily. If your circulation is relatively small (less than 500 copies per issue), consider pre-printing a year's or more worth of colourful newsletter

'shells' that contain all the items that are consistent from issue to issue (e.g. nameplate, masthead, logos). Each issue can then be photocopied or commercially printed in black onto the coloured shell. You'll save money by printing shells in bulk — and gain the advantages of using colour.

Keep in mind that although you'll save in the long run, pre-printing means pre-paying. And, while the quality of your newsletter will remain top-notch, you're locked into the shell design until you've used your supply.

For even greater savings, ask us how you can take advantage of Adobe Acrobat to print your newsletter text onto your colour shells, from your own laser printer or photocopier. (Watch for the July issue of **inkspots** for more details on how you can use Acrobat to your advantage.)

Mailing: reduce waste

One of the biggest newsletter expenses is the cost of mailing. But you can reduce this cost with surprisingly little effort.

Most important, keep your mailing list accurate and up to date. Make sure you're not sending multiple copies of your newsletter to the same household. (Are Jan Hurfnagel, J. Hurfnagel and Mrs. Brad Hurfnagel three different people? Probably not.) Businesses may receive copies of newsletters for former employees. All these extra copies are a waste of your mailing (and printing) dollars. For a few extra cents per copy, you can have the post office return all undelivered mail or incorrectly addressed pieces. Update your database *before* each mailing, and then revise it once the returns come back from the post office. You can also give your database to a mail house and have it do an 'address correction' for you before each mailing.

Consider sending your newsletter as a 'self-mailer,' saving the time and expense of buying, printing and stuffing envelopes. If you regularly send other information to your clients, like monthly or quarterly statements, consider adding your newsletter to that mailing.

For more on mailing savings, see last month's issue of **inkspots**, on Canada Post's new 'publications mail' rates for newsletters. (Call us if you didn't receive a copy.)


You can widen your outreach dramatically, at minimal cost, by posting your newsletter on your company's Web site and e-mailing it to current and potential clients. **Nyman Ink** can provide you with the necessary electronic files to do so, if we produce your printed newsletter.

Marketing: hit your target


Think of your newsletter as an investment; something that should have a return. The payback may

take the form of attracting potential clients or donors, letting current clients know about all the services your organization provides, keeping employees informed, improving community relations or keeping your name up front so people think of you when they need your services.

When producing your newsletter, keep in mind what you want it to accomplish, and aim for that target. You'll end up with a focused — and effective — publication that will achieve its goals, which is better than a newsletter that tries to be all things to all people.

When you consider the potential of your publication to increase sales, motivate donors and communicate with clients, your organization's investment in a regular newsletter becomes easy to justify. Instead of asking, "How can we afford a newsletter?", you'll be saying, "We can't afford *not* to have a newsletter!" 

Coming Next Issue

..... It's the moment you've all been waiting for — the first full issue of **inkwell**, **Nyman Ink's** very own newsletter. (About time, eh?) Our première edition will feature an overview of newsletters: what they are, what they do and why we love them so much. As well, we'll tell you all about information design — which is what we do. Stay tuned! 

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