Ebook Directory
the best source of ebook

The book was found

Newsletter Sourcebook

PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Using successful publications as examples, this guide shows any businessperson how to choose the best formats, type and graphics for their work. Also, the use of the Internet to locate information and images, and subscribers, is covered.'

Book Information

Paperback: 143 pages

Publisher: Writers Digest Books; 2 Sub edition (March 1998)

Language: English

ISBN-10: 0898798698

ISBN-13: 978-0898798692

Product Dimensions: 0.5 x 8.8 x 11 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #2,797,790 in Books (See Top 100 in Books) #51 inÃ Â Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines #736 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Book Design #1038 inÃ Â Books > Computers & Technology > Graphics & Design > Desktop Publishing

Customer Reviews

Good design and layout is important for the success of any Website. Websites are created to share information of one sort or another and do not follow any one design pattern. One popular design format for sharing information online that we should be familiar with is the newsletter style that is intended to communicate information in similar fashion as the common newsletters we get in the mail. Most news reporting Websites use this same format. Mark Beach and Elaine Floyd have written Newsletter Sourcebook to offer readers plenty of sample layouts and creative newsletter design assistance. The book measures 8 1/2" by 11" and contains many full-colored examples of newsletter layouts and design tips. Many of the samples can be easily adapted for Website design purposes. Although this book is not intended to deal entirely with Website design principles, the placement of graphic images, the effective use of colors, the creative use of columns, the struc! ture of text, and font selection can assist Website designers to produce top-notch newsletter Websites. A number of Website screen shots are provided to display the impact made by online newsletters. With a little re-working this book could easily pass for a Website design handbook. The advantages of using this book are crystal clear. The authors have been in the newsletter business for many

years. This book is proof of it. Their experience is demonstrated by the detailed work exhibited throughout. Anyone can achieve similar results. Additionally, when time is short the Website designer can quickly thumb through this book for easy ideas to put to use. All that is necessary is basic knowledge of HTML programming and/or the use of good Website design software programs. Begin creating newsworthy Websites, newsletters, and other forms of promotional literature for yourself and for others with this great resource book today. This is a must-have book!

In all the books I have on newsletter design, this has been the most beneficial! It offers many great examples in full color stating what each design has to offer. It has lots of tips and addresses each part that goes into newsletters from nameplates to the mailing panel. I wish they would come out with a new one!

Download to continue reading...

Newsletter Sourcebook Starting & Running a Successful Newsletter or Magazine The Sourcebook of Contemporary Houses The Art of Faux: The Complete Sourcebook of Decorative Painted Finishes (Crafts Highlights) Traditional American Rooms (Winterthur Style Sourcebook): Celebrating Style, Craftsmanship, and Historic Woodwork The Sourcebook of Contemporary Jewelry Design Classical Islam: A Sourcebook of Religious Literature Greek Religion: A Sourcebook Religions of Rome: Volume 2: A Sourcebook Roman Religion: A Sourcebook (Focus Classical Sources) The European Reformations Sourcebook Medieval Political Philosophy: A Sourcebook (Agora Editions) The Complete ACOA Sourcebook: Adult Children of Alcoholics at Home, at Work and in Love The Illustrated Sourcebook Of Signs & Symbols: A fascinated directory of more than 1200 visual images, with an expert analysis of their history and meaning The Critique Handbook: The Art Student's Sourcebook and Survival Guide (2nd Edition) The Detox Miracle Sourcebook: Raw Foods and Herbs for Complete Cellular Regeneration The Asthma Sourcebook 3rd Edition (Sourcebooks) The Asthma Sourcebook (Sourcebooks) Asthma Sourcebook (Health Reference) Sourcebook of Little Walter/Big Walter Licks for Blues Harmonica

Contact Us

DMCA

Privacy

FAQ & Help