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How to reproduce and customize the *Townships Today* newsletter

This sheet includes five options and step-by-step instructions for reproducing *Townships Today* and posting the newsletter on your township's Web site. Before making any decisions about the approach your township will take, please review each option carefully.

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If you have questions or technical difficulties reproducing the newsletter, please call editor Jill Ercolino at (717) 763-0930 or e-mail her at jercolino@psats.org.

Option No. 1: Photocopy *Townships Today*, as is, and mail to your residents.

Your township can choose to do this project in-house by reproducing the newsletter on a color or black-and-white copier. If you lose or damage your original copy of *Townships Today*, see the steps below on how to download a digital version.

Your township may also take *Townships Today* to an outside photocopying company (i.e., a professional printer, Staples, Office Depot, etc.). In doing so, you may want to provide a digital version of the newsletter instead of the original since this will create a higher-quality reproduction of the publication. See the steps below on how to download a digital version of the newsletter.

Also, when working with an outside company, be sure to ask for a quote to have the newsletter copied in color and in black and white. Compare the prices to determine the most affordable option for your township.

STEPS FOR DOWNLOADING A DIGITAL VERSION OF TOWNSHIPS TODAY:

- **Step 1:** Log onto www.psats.org and click on the *Townships Today* icon on the right side of the home page. Scroll down and click on the "Standard Full-Color Townships Today" link. There, you will find a PDF file of the newsletter. (To open this file, you must have Adobe Acrobat Reader 7.0 or greater installed on your computer. For a free version, click on the Adobe Reader link that appears on the *Townships Today* home page.)
- **Step 2:** Save this PDF file to your hard drive. To do this, right click on the file, choose "Save Target As," and click "Save" to copy the file to your hard drive. Be sure to remember the location of the file you just downloaded.
- **Step 3:** From there, you can send the newsletter to an in-house color or black-and-white printer and then photocopy the number you need for the mailing. **OR:** E-mail the PDF file to the outside company to be photocopied. **OR:** Copy the PDF file to a CD or a removable disk and give this to the outside company.

Check out the bonus articles at www.psats.org

If you need additional articles for your township newsletter, we have several available on the *Townships Today* home page that you can download.

To access the articles, log onto www.psats.org and click on the *Townships Today* logo on the right side of the home page. Scroll down to "Bonus Articles," where you'll find instructions for downloading the documents.

Option No. 2: Create a personalized version of *Townships Today* and reproduce it in-house.

This version of the newsletter allows you to insert pertinent information about your township, including its name, contact information, and logo, if you have one. (**Note:** You must have Adobe Acrobat Reader 7.0 or greater to personalize this document. To download this free software, log onto www.psats.org, click on the *Townships Today* icon, and scroll down to the Adobe Reader link.)

To get started, you will need to decide if you want to personalize and reproduce a full-color, two-color, or black-and-white version of the newsletter. (See the box on the back page, which explains these color options. **Please note**, however, that you must have a color printer and copier to reproduce the full- and two-color versions of the newsletter in-house.)

Once your township has made a decision, do the following:

TO PERSONALIZE A FULL-COLOR OR BLACK-AND-WHITE VERSION OF THE NEWSLETTER:

- Log onto www.psats.org and click on the *Townships Today* icon on the right side of the home page. Scroll down and click on the "Personalized Full-Color Townships Today" link. There, you will find a full-color PDF file of the newsletter, which can be printed in color or black and white. Go directly to Steps 1-4 below and on the next page for what you should do next.

TO PERSONALIZE A TWO-COLOR VERSION OF THE NEWSLETTER:

- Log onto www.psats.org and click on the *Townships Today* icon on the right side of the home page. Scroll down and click on the "Personalized Two-Color Townships Today" link. There, you will find a two-color PDF file of the newsletter. Go directly to Steps 1-4 below and on the next page for what you should do next.

ONCE YOU HAVE LOCATED THE APPROPRIATE PDF FILE OF THE NEWSLETTER, FOLLOW THESE STEPS:

- **Step 1:** Save the PDF file to your computer. To do this, right click on the file, choose "Save Target As," and click "Save" to copy the file to your hard drive. Be sure to remember the location of the file you just downloaded.
- **Step 2:** Open the file you just downloaded. Go to the top of the first page, highlight the text that says, "Insert Your Township Name Here," and type in your township's name in uppercase letters. **If you do not have a township logo**, skip Step 3 and go directly to Step 4. You do not need to delete the text that says, "Click Below to Insert Your Township's Logo," since these words have been formatted not to print.

IF YOU HAVE CHOSEN OPTION 2, PLEASE READ

THIS: Once you have completed Step 4 on the following page, you will need to immediately print the desired number of copies of the newsletter. This is necessary because the PDF software will not allow you to save the changes made to this file.

(over)

Option No. 2 (continued)

- **Step 3:** To insert your township's logo, go to the left side of the newsletter's first page. You will see a note that says, "Click Below to Insert Your Township's Logo." When you click just below this message, a box will open and prompt you to select a graphics file to insert there. You will need to locate your logo file on your computer, click on it, and choose "Select" to insert your logo in the box. Your logo should now appear on the document. Keep in mind that you cannot move or resize your logo once it has been placed in the document. Also, you do not need to delete the text that says, "Click Below to Insert Your Township's Logo," since these words have been formatted not to print.
- **Step 4:** To insert your contact information, go to the lower left corner of the newsletter's first page. Highlight the text in the box and type in the appropriate information for your township. **IMPORTANT INFORMATION:** Once you have completed Step 4, you will need to immediately print the desired number of newsletters to either a color or black-and-white printer. This is necessary because the PDF software will not allow you to save the changes made to this file. The color file is printable in either color or black and white.

Option No. 3: Hire a professional printing company to print *Townships Today* for you.

In doing so, you will need to provide the printer with this instruction sheet and determine the following:

- **1)** Do you want your printer to reproduce a full-color, two-color, or black-and-white version of the newsletter? To help you decide, see the box at right, then ask your printer to quote you a price for each color option. **Note:** The color used in both the full-color and two-color versions of the newsletter is Pantone 471.
- **2)** Do you want your printer to personalize *Townships Today* with your township's logo, name, and contact information? Keep in mind that personalizing the newsletter will add slightly to the printing costs.

Once you have made your decisions, your printer will need to access the appropriate *Townships Today* PDF file as follows:*

- **To produce a full-color or black-and-white version of the newsletter that WILL NOT BE personalized,** log onto www.psats.org, click on the *Townships Today* logo on the right side of the home page, scroll down, and click on the "Standard Full-Color Townships Today" link to access the PDF file. To create a black-and-white version of this full-color file, the printer should reproduce the newsletter in "grayscale."
- **To produce a two-color version of the newsletter that WILL NOT BE personalized,** log onto www.psats.org, click on the *Townships Today* logo on the right side of the home page, scroll down, and click on the "Standard Two-Color Townships Today" link to access the PDF file.
- **To produce a full-color, two-color, or black-and-white version of the newsletter that WILL BE personalized,** follow the directions under Option No. 2.

(* **Note:** Your printer must have Adobe Acrobat Reader 7.0 or greater to access this document. To download this free software, log onto www.psats.org, click on the *Townships Today* icon, and scroll down to the Adobe Reader link.)

Option No. 4: Post *Townships Today* on your Web site.

In addition to printing and distributing this newsletter, we suggest that you also post it on your township's Web site, if you have one. To do so, follow these steps:

- **Step 1:** Log onto www.psats.org and click on the *Townships Today* logo on the right side of the page.
- **Step 2:** Scroll down and click on the "Standard Full-Color Townships Today" link. There, you will find a PDF file of the newsletter. (To open this file, you must have Adobe Acrobat Reader 7.0 or greater installed on your computer. For a free version, click on the Adobe Reader link that appears on the *Townships Today* home page.)
- **Step 3:** Save the PDF file to your hard drive. To do this, right click on the file, choose "Save Target As," and click "Save" to copy the file to your hard drive. Be sure to remember the location of the file you just downloaded. From there, you or your technical support person can post the newsletter on your Web site.

Option No. 5: Include the text of the article(s) featured in *Townships Today* in your township's own newsletter and/or post it (them) on your Web site.

To do so, follow these steps:

- **Step 1:** Log onto www.psats.org and click on the *Townships Today* logo on the right side of the page.
- **Step 2:** Scroll down and click on the "Standard Full-Color Townships Today" link. There, you will find the text of this quarter's article(s). Highlight the text and copy and paste it into your newsletter or onto the designated page on your Web site. You will also find other articles there to include in your newsletter and on your Web site from time to time.

Please note: Although PSATS writes and designs *Townships Today*, we want you, our members, to take full credit for the newsletter, as well as the quarterly articles, if you choose to use them in your newsletter or post them on the Web. We believe this will give the publication more credibility in the eyes of the public. In other words, do **NOT** credit PSATS for the newsletter or the articles featured in it.

Newsletter color options explained

Equipment capabilities and printing costs will play a big role in the color option you select. For instance, you must have a color printer or copier to reproduce the full- and two-color versions of *Townships Today* in-house. On the other hand, if you decide to have the newsletter professionally reproduced, the full- and two-color versions will cost more to print than the black-and-white version.

Beyond that, though, what are the differences between the three?

Your township received the full-color version of *Townships Today* in the mail, and if you want to grab the public's attention, this will do it. The two-color version, on the other hand, allows your township to take the middle road. While the photos are not in color, hints of color have been applied to make the newsletter appealing. The black-and-white version is a no-fuss, bare-bones alternative; however, it still conveys important information to your residents about township government.

The option you choose is entirely up to your township. The most important thing is that the newsletter gets into the hands of the public.