

WORKSHEET

When Do You Send Your Newsletter?

The secret to dependability is to set deadlines by working backward from the delivery date to the starting point. With this timeline, you always know your schedule and how much time to allow for each activity. Follow these entries in reverse order for each of the steps you will be using for your newsletter. So, in reverse order, plan your calendar.

A Timeline:

	Due Date
Delivery Date. What day do you want your reader to receive the piece?	
Mailing Date. What day does it have to be mailed to arrive on the delivery date?	
Printing Date. When does it have to be through printing and binding to make the mailing date?	
Printers Proof. Final look at the piece before printing. Allow a day or two extra for changes. (Try to catch all typos and errors in the proofreading stage because changes at this point are costly and time consuming.)	
Paste-up. An electronic file or an all camera-ready art and copy will be finished and sent to the printer. Allow a day extra for changes.	
Art and copy deadline. All art and copy is due to the desktop publisher.	
Copy corrections. Allow a day or two extra for the typesetter to make changes.	
Proofreading. Read all copy for grammar and punctuation errors. It's important to catch all errors at this stage. Be sure to check phone numbers and addresses.	
Copy Editing. Keep a sharp eye for consistency and accuracy. It's difficult to edit after paste-up.	
Editor's deadline. All copy due to editor.	
Assignments. Determine how much time writers, artists and photographers need to complete assignments. Consider the schedules of events you will want to cover.	
Planning Meeting. Meet with those who will be evaluating the success of the newsletter for ideas and input. Assignments will come from this meeting.	