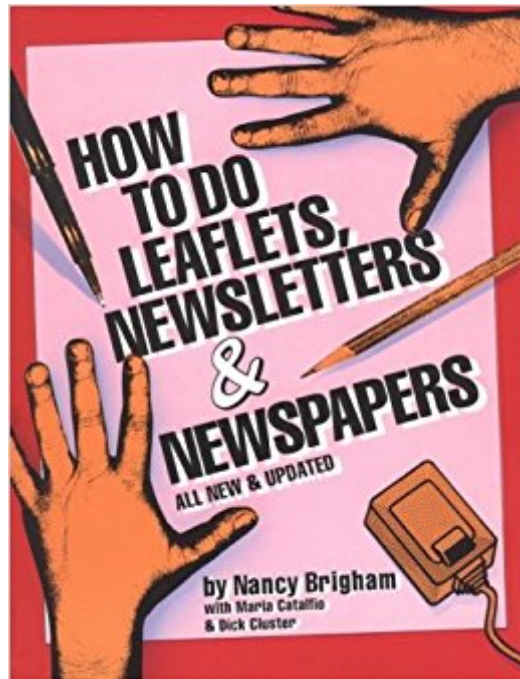


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# HowTo Do Leaflets, Newsletters And Newspapers



## Synopsis

Everything you need to know: from writing to the appropriate audience to using desktop publishing.

## Book Information

Paperback: 176 pages

Publisher: PEP Publishers; Updated edition (January 1, 1991)

Language: English

ISBN-10: 096290676X

ISBN-13: 978-0962906763

Product Dimensions: 11 x 8.6 x 0.5 inches

Shipping Weight: 2.1 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,898,965 in Books (See Top 100 in Books) #54 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines](#) #4232 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#) #7977 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills](#)

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Nancy Brigham's two decades of teaching the subject are evident in this well organized, highly informative guide to creating small publications. While some of the topics covered are geared toward a larger production group, as in the section on staff, money and the law, most pertain to the overall knowledge needed to produce your own flyer or newsletter. Ms. Brigham starts at the very beginning, targeting your audience and organizing your ideas, and takes you through the layout, type styles, graphics, equipment, editing, dealing with printers, distribution, costs and more. Each section is broken down into detailed instruction and information on the given topic, leaving the reader confident, knowledgeable and ready to begin their own professional, informative, eye catching publication. Authors, new and experienced will benefit from Ms. Brigham's easy to understand yet informative guide to creating newsletters. An informative, all-in-one guide to desktop publishing know-how! Indispensable for novice and professional alike! Diane Potwin -- Copyright © 1994-97 Literary Times, Inc. All rights reserved -- From Literary Times

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