

**NEWSLETTER CRITERIA**

FORMAT	INK COLOR	PAPER
11" X 17" (or 8.5" X 11") Folded & "Saddlestiched" Booklets	Full-Color (outside or total) Cover	Matte- 60# Opaque White or Natural White (no text show- thru)
8.5" X 11" (or 8.5" X 14") Tri-Fold/Quad-Fold	Full-Color For Entire Periodical (usually is mailed)	Matte- 60 # Offset White (little text show-thru)
8.5" X 11" Top or Side Stapled	Separate Color Masthead & B/W Text	Matte- 20# White (least expensive but can see text on the other side)
	Black Only	Matte- Non-White Paper (mostly, pastel tones)... Note this is avail. In Offset & 20# only.
		Matte- Contrasting Color Cover Sheet To White Inside Paper
		Gloss- 100# Text / Aqueous Coating

