

How to Create an HTML Email Newsletter

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Using email to promote your department and services is an inexpensive way to reach your audience. See our document titled *Before You Begin* for things to consider before you create an email newsletter or announcement.

- The **simplest** email is text-only. When you use this method, you can be sure that everyone will be able to read your email. Use Outlook or your normal mail program to send text-only emails.
- An **enhanced** email (sometimes called Rich Text) is text-only with the insertion of one or more images. Using Outlook or your normal mail program, type your text and then choose Insert File (or similar menu item) and navigate to choose the image you wish to use.
- An **HTML** email is basically a web page that is inserted into an email. This method allows you to include images, links, and text in an attractive layout. Production of an HTML email is a complex undertaking. The Office of Web Services recommends that you use the Email+ tool in the Webtools Toolbox to produce HTML email.

Getting Started with HTML Email Newsletters and Announcements

1. Contact the UIS Office of Web Services [<http://go.uis.edu/webhelp>] and request help with a newsletter for your department.

Editing Tips

- See our documentation titled *Before You Begin* for additional considerations.
- Sub-headings in your newsletter should be short and kept to one line.
- White space is good!
- When using a two-column format, try to keep both columns the same length.
- Use a smaller font size for short bits of info, and a larger font size for longer articles.
- Use color for your headings and sub-headings. Use black for body text so it will be easier to read.
- If your newsletter will be lengthy – longer than two “pages” – consider making it with a traditional print layout program and then creating a PDF file for distribution (rather than using HTML email).