

*We'd like to take this opportunity to welcome you as a Coastal Group Publications newsletter service recipient. To assist you in the monthly newsletter creation process and to answer some of the most commonly asked questions please read the following list of "Do's and Don'ts". Of course, we're always available if you have any questions or concerns that are not answered here.*

## DO'S!

- DO: Send us your logo to add to your newsletter banner (email or regular mail only).
- DO: Submit all information by the 5<sup>th</sup> of each month. If for some reason you are going to be late, please let us know ASAP. We'll put off laying out a generic newsletter for you as long as possible (once a generic is sent to you, no major changes should be made).
- DO: Submit complete articles, & include titles. Don't expect that we can "fill-in-the-blanks".
- DO: Send your information by email to [cgpi@earthlink.net](mailto:cgpi@earthlink.net). If you're not sure how to do this, call us & we'll be glad to walk you through this process. Fax your info to 305-893-4818 if you have no other alternative.
- DO: Send your info (email or fax) with your property's name (if faxing, make sure to write the # of pages).
- DO: Let us know the 5<sup>th</sup> if you know you will need a generic newsletter for the month.
- DO: Send us pictures to go along with your articles (community events, residents, construction, etc). Sending us a digital picture via email is the best way to submit them; however you can also mail us the hard copy (no later than the 5<sup>th</sup>). Unfortunately, faxing a picture will not work.
- DO: Review & make corrections to the newsletter draft we send via email. Fax revisions if no alternative, as clearly as possible using blue or black ink. Use a separate sheet of paper if necessary.
- DO: Check your draft for key info including correct names, phone numbers, dates/times & dollar amounts.
- DO: Reply with an "OK" referring to those pages where no revisions are necessary.
- DO: Return your draft as soon as possible. One to two days should be sufficient time.
- DO: Promote your newsletter. If there is a business you are particularly fond of, or that frequents your property, please suggest to them that they support your newsletter. While we are very flexible as to the type of content and amount of content you submit, we do like to eat. Do avoid submitting "free plugs" as part of your monthly information. Have them call us or give us their info & we'll call them!
- DO: Submit your resident "classified" personal/non-professional ads along with your other information.
- DO: Keep your newsletters "fresh" by submitting new and relevant articles. Your monthly newsletter assures your residents that you are eager to communicate and care enough to put together and deliver a newsletter for them. Additionally, too many generic newsletters will essentially defeat the purpose of our agreement, and may result in our terminating the agreement.
- DO: Call us at any time should you have any questions.

## DON'TS!

- DON'T: Make us call you to find out where your information is (article submission is the 5<sup>th</sup> of the month) or to find out that a generic will be needed for your property two weeks after submission deadline.
- DON'T: Submit your information in all CAPS. If emailed, we will have to convert the content & if faxed, all caps is difficult to read & can result in errors. *Did you know your "Spellchecker" does not work if you're typing in all caps?*
- DON'T: Submit "free plugs" of any kind regarding businesses or services; whether commercial on site or because a resident/owner lives in the development.
- DON'T: Make corrections in the margins of your newsletter draft when faxing – they will be cut off during fax transmission.
- DON'T: Submit articles or send corrections piecemeal. **Please send everything at ONE TIME.**
- DON'T: Wait until you receive your draft to make major revisions. The draft we send you is to make sure your content is complete and correct, not to re-write, add, or delete articles. All your information should have received necessary approvals, prior to being sent to us.
- DON'T: Submit clipped articles without author/publication's permission (**Also, any clipped article must be (re)typed and emailed as an attachment to appear in your newsletter.**)
- DON'T: Phone in submissions/corrections.
- DON'T: Hesitate to call us at any time should you have any questions.