

Newsletter Guidelines 2015-2016 School Year

A. Article guidelines:

- a. **Order of articles:** most recent articles will be placed at the top of the newsletter. Ads will be at the bottom.
- b. **Content of articles:** only articles pertaining directly to students will be accepted. Events around town will not be inserted for free, unless AL students are featured.
- c. **Running Time:** Typically articles will only run one week unless there is a compelling reason for them to run longer. Example: Parent reminder for vaccinations or other health related matter.
- d. **Revised articles:** Articles on the same subject must be revised for them to run a second week.
- e. **Length:** maximum 200 words per article.
- f. Articles and ads are due on **Wednesdays by noon**. Articles not meeting that deadline will be run the following week.

B. Ads Guidelines:

- a. \$25 per week per ad. \$10 for students/staff
- b. Nothing offensive or that goes against AL policy.
- c. No political ads.
- d. Editor/AL Administration reserve the right to decline ads.
- e. Payment is due **Wednesday at noon** on the week that the ad is scheduled to run. If payment is received later than Wednesday, the ad will run the following week.
- f. Payments should be dropped off at the **Oak or Cherry Campus Front Desk** in the form of cash or checks. Checks should be made out to Académie Lafayette, and indicate “newsletter” on the memo line.
- g. The person receiving the payment should update the “Newsletter Advertising Schedule/Revenue” Spreadsheet on the day that the payment is received.
- h. **Ads must be in a .jpg format.** PDF can be converted to .jpg by using the following website:
<http://pdf2jpg.net/>

C. Contact Information:

- a. All articles and ads must include a valid email and/or phone number. That information must be provided at the time that the article is submitted.
- b. All articles must be emailed to communication@academielafayette.org. Please write “newsletter ad or article” in the subject line.

D. **Pictures** or art are welcome, and must be in a jpg format. Please refrain from submitting any copyrighted images or work without the owner’s permission.

E. **Fundraising events:** AL will accept articles about fundraisers not directly related to AL as long as some or all of the proceeds benefit the school.

F. The weekly newsletter will be published on the last school day of each week before noon.