

Creating Effective E-mail Announcements in Publisher

This document provides instructions for creating and sending professional-looking e-mail announcements with Microsoft Publisher.

Overview of Publisher

Publisher provides a wide array of publication types, including designs for e-mails, newsletters, brochures, business cards, postcards, greeting cards, signs, and more.

Publisher provides pre-designed templates complete with images and placeholder text, which offer an idea of where content can be placed. However, you can also build publications from scratch if you prefer.

Publisher vs. Word

Certainly, Microsoft Word can be used to create publications, including e-mail announcements. However, the benefit of using Publisher is the flexibility Publisher provides. Everything in a Publisher publication, including a block of text, is an independent element. Each element can be placed exactly where you want it, and you can control its size, shape, and appearance.

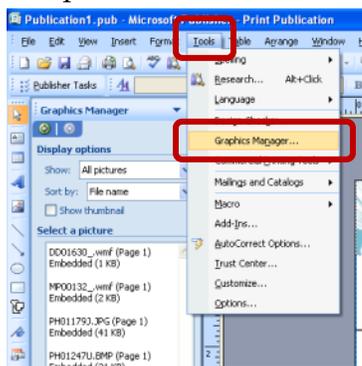
Finding the Effective Resolution for Graphics

Please keep in mind that graphics can greatly increase the file size of the e-mail. Since the intent of e-mail announcements is that most recipients will view the announcement on their computer screen (as opposed to a printed flyer), graphics can be compressed to reduce file size.

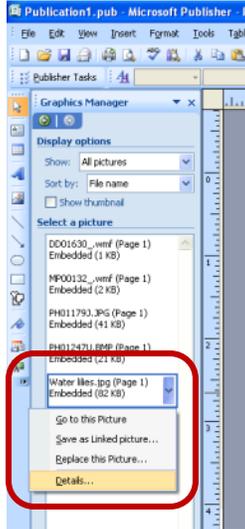
Every graphic in your publication has an effective resolution that takes into account the original resolution of the graphic and the effect of scaling it in Publisher.

To find the effective resolution of a picture in your publication, do the following:

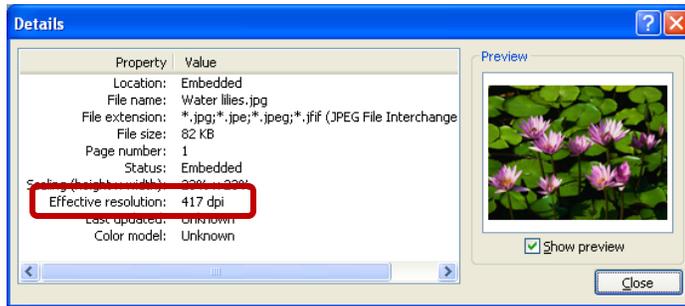
1. On the **Tools** menu, click **Graphics Manager**. The **Graphics Manager** appears in the task pane on the left side of your screen.



2. In the **Graphics Manager** task pane, under **Select a picture**, click the arrow next to the picture whose information you want to view, and then click **Details**.



3. The **Effective Resolution** field displays the resolution in dots per inch (dpi).



In the example of an e-mail announcement which will be viewed online, the pictures need to have a resolution of only 96 dpi, which is the screen resolution of computer monitors.

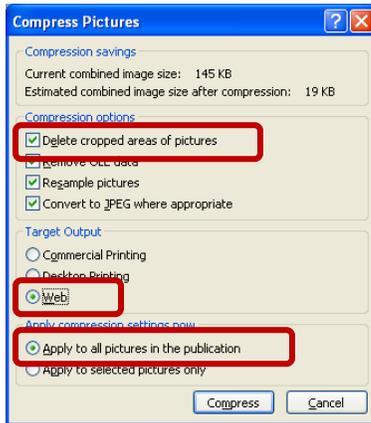
Reducing High-Resolution Graphics

In Publisher, you can reduce the resolution of one, several, or all pictures by compressing them.

1. Select a graphic.
2. From the **Picture toolbar**, click the **Compress Pictures** button.



3. Make the desired selections and click **OK**.

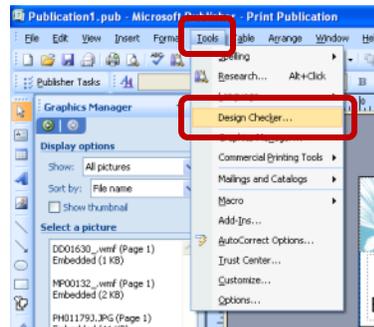


4. A compressed version of the same pictures replaces the original high-resolution pictures, thus reducing the size of the file.

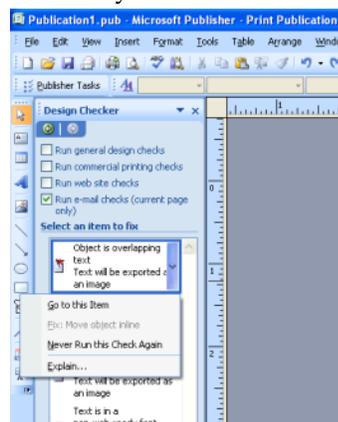
Sending the E-mail

When your announcement is ready to be sent,

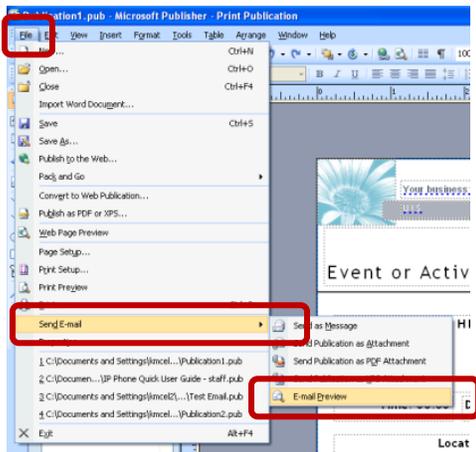
1. Run the **Design Checker**, a built-in tool to help minimize design issues.
 - a. From the **Tools** menu, choose **Design Checker**.



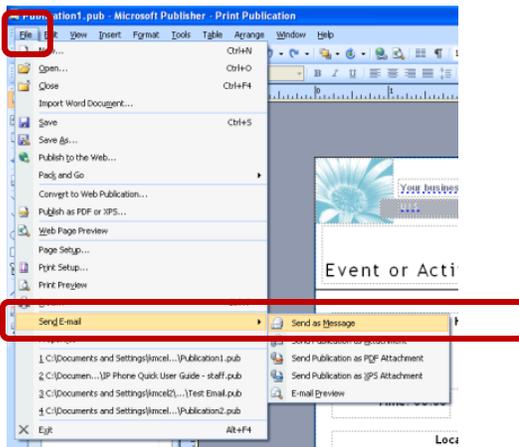
- b. Check **Run e-mail checks**, if necessary. Review each listed item. Click the dropdown arrow next to each item for more information and to fix the issue, if necessary.



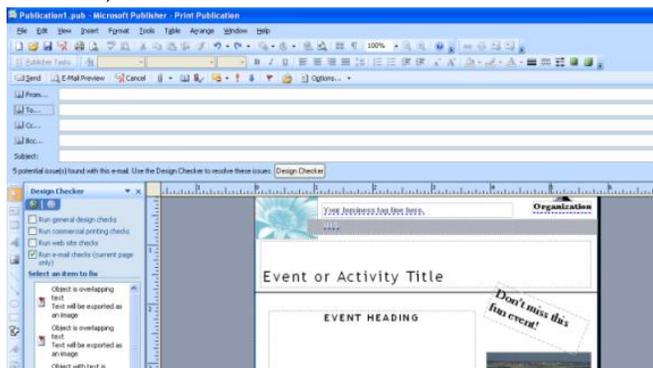
2. Preview the e-mail. From the **File** menu, choose **Send E-mail**, then **E-mail Preview**.



3. Once you have previewed the e-mail and are ready to send it, from the **File** menu, choose **Send E-mail**, then **Send as Message**.



4. Publisher now interacts with Outlook to send the message. Fill in the **To** and **Subject** lines, and click the **Send** button. (The Address Book and Contacts can be used, if desired.)



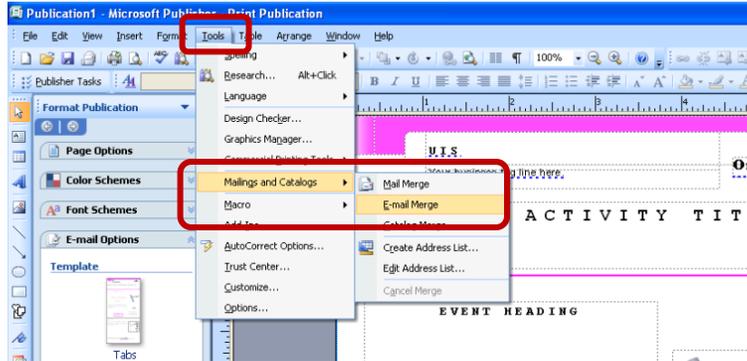
Using Mail Merge

If you have the recipient information saved as a data source (Outlook Contact, Excel spreadsheet, Access database, etc), you can use the **Mail Merge** feature to send personalized

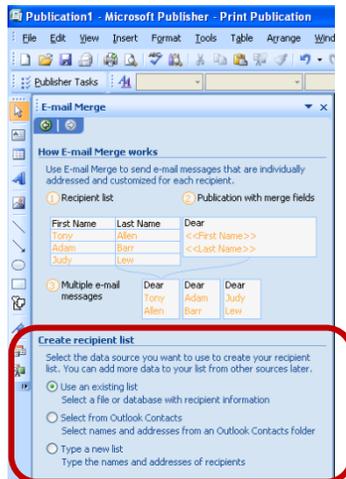
messages. This feature also allows you to send messages to groups of recipients without them seeing who else received the message.

To use the Mail Merge feature,

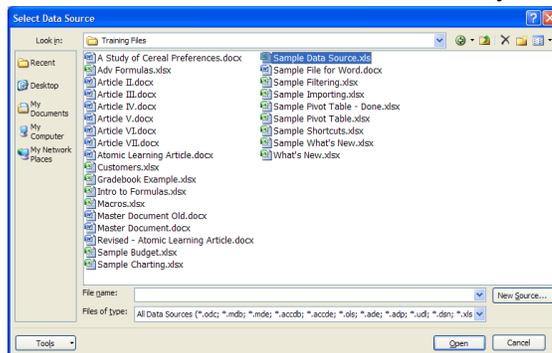
1. From the **Tools** menu, choose **Mailings and Catalogs**, then choose **E-mail Merge**.



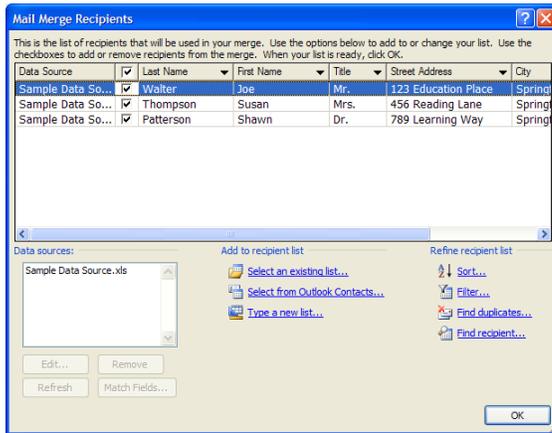
2. This brings up the **E-mail Merge Wizard**. In **Step 1**, select the data source (either from an existing list, from Outlook Contacts, or by creating a new list). Then click **Next**.



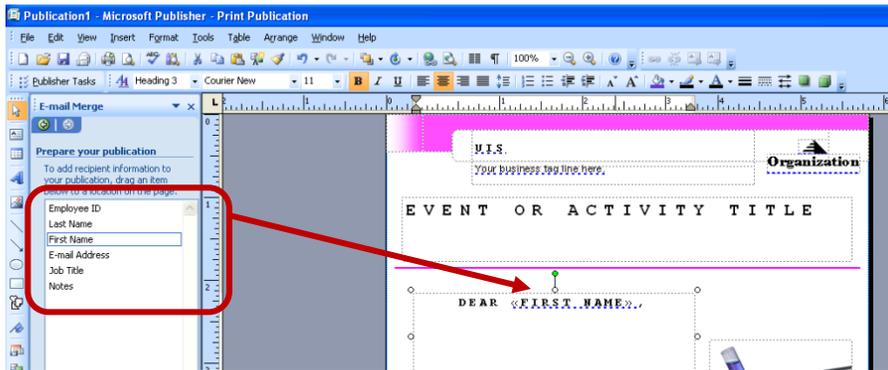
3. Browse for the data source, if necessary.



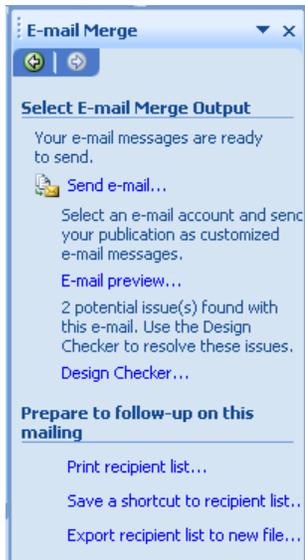
- From the **Mail Merge Recipients** dialog box, sort, filter, browse for additional data sources, as necessary.



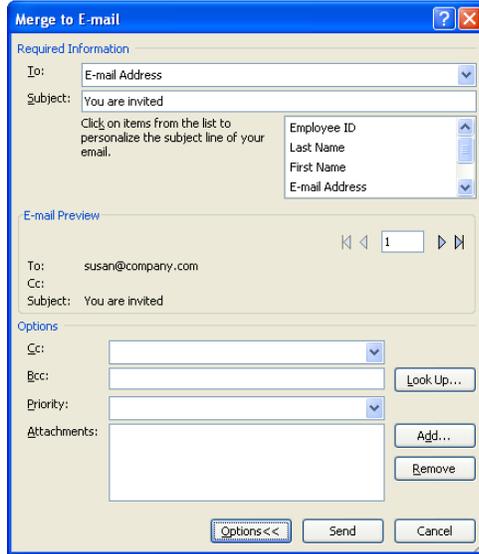
- In **Step 2**, prepare the publication by dragging merge fields onto the publication as desired. Then click **Next**.



- In **Step 3**, determine how you would like to produce the merge:



- a. **Send e-mail** connects to your Outlook account and allows you to add a subject, attachments, Cc or Bcc recipients, and set a priority.



- b. **E-mail preview** lets you preview each message in a browser before sending.

