



EAP NEWSLETTER

Instructions for authors

- Formatting, words and pictures
- Translation into good English
- Newsletter editorial staff:
EAP Marketing: news@eurosyche.org

1. Image-Size & Resolution:

Width: 600 Pixel, 72 ppi
permission to print

2. Header-Image width: 1200 Pixel, 72 ppi

3. Format:

please use PNG or JPG format

4. color mode or profile:

Web images should be saved with the RGB color profile or mode

5. File Size:

MailChimp recommends keeping file sizes less than 1MB

Larger files load slowly in your subscribers' inboxes

If images are provided in different size/resolution/mode post-editing is necessary

6. Text: calibri 12

7. **Introduction**-Text & Full-width (one-column) article with or without image:
approx. 80 Words / 500 characters
Headline: max. 55 characters
Example headline 1 and 2

Headline 1

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Headline 2

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8. **Small article** (two-column layout) article with image on top:
approx. 50 words / 300 characters
Headline: max. 25 characters
Example headline 3 and 4



Headline 3

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Headline 4

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9. **Mini article** (two-column layout) article with image on side:
approx. 30 words / 180 characters
Headline: max. 25 characters
Example headline 5 and 6



Headline 5

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Headline 6

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10. Please also provide an **URL** for the Read-More Link.