

Académie Lafayette Newsletter Guidelines

A. Article guidelines:

- a. **Order of articles & submission:** most recent articles will be placed at the top of the newsletter. Ads will be at the bottom. Articles and ads are due Wednesdays by 12 noon. Articles not meeting that deadline will be run the following week.

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. All articles must be emailed to communication@academielafayette.org. Please write “newsletter ad or article” in the subject line.

- b. **Content of articles:** only articles pertaining directly to students will be accepted. Events, Fundraisers, and other organizations either non-profit or for profit will not be advertised for free, unless AL students are featured in the article. **The maximum length of an article is 200 words. Articles will be edited for length and clarity.**
- c. **Running time:** Typically, articles will run for two weeks (space permitting). Articles on the same subject must be revised for them to run longer than two weeks.
- d. **Photos and forms:** If adding a graphic, it must be in JPEG or PNG format. If adding forms, they must be in PDF 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.

B. Advertisement Guidelines:

- a. **Cost & Payment:** The cost is \$25 per week per ad; \$10 for students/staff: Payment is due Wednesday at noon on the week that the ad is scheduled to run. Payments can be made online via PayPal here: <http://www.academielafayette.org/newsletter/> or can be dropped off at the Oak or Cherry Campus front desk in the form of cash or checks. Checks should be written to “Académie Lafayette,” and must indicate “newsletter” on the memo line. If payment is received later than Wednesday, 12 noon, the ad will run the following week.
- b. **Restrictions:** Ads must not be offensive or go against AL policy. Political ads are not permitted. *Editor/AL Administration reserve the right to decline ads.*
- c. **Formatting:** Ads must be in a JPEG format. Here are some helpful hints to ensure your JPEG is the correct dimensions for optimum quality: <https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5558-prepare-images-for-upload>

PDF can be converted to JPEG by using the following website: <http://pdf2jpg.net/>

The weekly AL newsletter will be published on the last school day of each week before 3:00 pm. If the school week has two or less days where school is in session then no newsletter will be published.