

## Contributing to the School newsletters- Staff and Student News.

We send out two main newsletters each week, and staff and students are welcome to advertise in both, or either. Please be sure to specify which publication you would like your advert to feature in.

- **Student News:** Publication on Wednesday in term-time; weekly in MT & LT, fortnightly in ST.
  - Content deadline is the Monday before publication. E.g., for publication on Wednesday 8 March we would need content by Monday 6 March
  - Please supply images with the dimensions 300 x 300
  - Copy should be split between that which should feature on the Front Page and on the Back Page
  - The Front Page content should be no longer than 150 words, and should introduce your advert
  - The Back Page content should be a maximum of 300 words long, which should be short and snappy with a 'call to action'.
  - If you are advertising an event please use the following format for the Front Page:

*NAME OF THE EVENT [E.G. Britain, Brexit and the EU: was this a love affair gone wrong or always an unhappy marriage of convenience?]*

*Speaker: [insert name]*

*Date: [insert date] please use the following format: 12 March 2017*

*Time: [insert time] please use the following format: 6.30pm- 8pm*

*Venue: [insert venue name] If the event is on campus there is no need to list the full LSE address.*

- **Staff News:** Publication on Thursday; weekly in MT, LT and ST, fortnightly outside of term-time
  - Content deadline is the Tuesday before publication. E.g., for publication on Thursday 9 March we would need content by Tuesday 7 March
  - Please supply images with the dimensions 300 x 300
  - Copy should be split between that which should feature on the Front Page and on the Back Page
  - The Front Page content should be no longer than 150 words, and should introduce your advert
  - The Back Page content should be a maximum of 300 words long, which should be short and snappy with a 'call to action'.
  - If you are advertising an event please use the following format for the Front Page:

*NAME OF THE EVENT [E.G. Britain, Brexit and the EU: was this a love affair gone wrong or always an unhappy marriage of convenience?]*

*Speaker: [insert name]*

*Date: [insert date] (please use the following format: 12 March 2017)*

*Time: [insert time] (please use the following format: 6.30pm- 8pm)*

*Venue: [insert venue name] (If the event is on campus there is no need to list the full LSE address.)*

- **Feature Stories:** Each newsletter has a feature story, which we would like to use to help School-wide themes or initiatives, e.g., Green Week, or Student Volunteering Week etc. If you would like to feature something in this area we will do our best to accommodate your request. Please:
  - Supply a high resolution banner image 650 x 238
  - Accompanying copy, no more than 400 words.
  - Please include appropriate links
- **General style guidelines:**
  - Readers show more engagement with succinct and clear content, with a clear action or instruction for them to follow. Therefore, we advise that you have a discernible focus for your advert, such as 'book your place now', or 'listen here'
  - Readers engage best with content that showcases offers and activities they can get involved with, and engage with. We would really like to include more information about society activities, or networks and clubs, that staff and students can all get involved in. This includes fitness groups, craft groups, drama and theatre groups, for example.
  - Please note, the News section aims to link LSE achievement to the wider-world and News stories celebrate the achievements of a department, person, or effort on behalf of the LSE brand. Ideally news stories will link to more information externally. If your department or academics featured at a conference, for instance, we would like the link to the conference so people can read more about it.
  - Training and funding opportunities are extremely welcome. Please ensure all links for application are included, and that they work. If an LSE department or centre is offering training or funding, please supply your LSE Logo (200 x 50).