

## PUBLICATIONS CHARACTERISTICS

**Directions:** Use the graphic organizer to describe the characteristics of a business card, letterhead stationery, a flyer, a newsletter, and a brochure. Use a unique symbol to indicate similarities among the publications.

<p><b>Flyer</b></p> <ul style="list-style-type: none"> <li>▪ Printed on one page</li> <li>▪ Distributed as an email attachment, displayed on bulletin boards or telephone poles.</li> <li>▪ Usually short-term</li> <li>▪ Usually displays date, time, location of and event</li> <li>▪ Used to advertise or provide information</li> </ul>	<p><b>Newsletter</b></p> <ul style="list-style-type: none"> <li>▪ Usually keyed in columns</li> <li>▪ May require one or more pages</li> <li>▪ Usually prepared for a specific organization, company, or group to provide updates and information about group members.</li> </ul>
<p><b>Business Card</b></p> <ul style="list-style-type: none"> <li>▪ Contains contact information</li> <li>▪ Usually contains a logo</li> <li>▪ Usually printed on cardstock</li> <li>▪ Used as a remembrance</li> </ul>	<p><b>Letterhead Stationery</b></p> <ul style="list-style-type: none"> <li>▪ Contains contact information in the header and sometimes in the footer</li> <li>▪ Usually contains a logo</li> <li>▪ Used to identify a company or organization and the design scheme used is similar for all publications they produce.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Usually printed on high quality paper</li> <li>▪ Information is of longer-term than a flyer</li> <li>▪ Uses color and graphics</li> <li>▪ Requires more than one page</li> <li>▪ Printed in bi-fold, tri-fold, or booklet form</li> <li>▪ Used to advertise or provide information</li> </ul>	