

| | |
|---------|--|
| ABN | 77 104 631 834 |
| Address | 9.04/6A Glen Street, Milsons Point, NSW, Australia |
| T | 02 9968 3741 |
| E | pj@vivacommunications.com.au |
| W | www.vivacommunications.com.au |

VIVA! Communications – Clippings

Title of article as it appears

Publication name – publication type (e.g., print, home page, news page etc.)

Audience: (be careful with newsletters as they may be different. Isentia sometimes has audience number info)

Month Date, Year

URL (hyperlink and change colour to white)

- When clipping home pages place a box in VIVA! red (cherry red & 2, 1/4 line weight) around the relevant news story.
- Start a new page and include the above heading when clipping the article. Ensure that it is readable.
- Order
 1. Home page
 2. Other home pages that story appears on (ie. News page, technology page)
 3. Clipping of the story
 4. eDM (if eDM runs on the same day as the clipping put it at the bottom of the document, but if it runs on a different day, put it in a separate document)
- Title of the article is always in **bold**
- Publication name and type/page it is on is always in *italics*
- Audience numbers are always in *italics*
 - Use
- Documents are saved as the following: **Publication name_Title of article_date of publication**

Clipping tips:

- Add print outcomes too!
- Add a small space between the url and the image
- Open an example when creating a clipping to ensure that it is in the correct order
- Save a template on your desk top this way you can work off the template for each new clipping to ensure formatting is correct.
- Send Kirsten or Julia a word document and PDF version of the PDF. This ensures they are able to update the document if needed.
- ALWAYS double check there isn't a blank page at the end. Check this in the PDF version as well.
- Check EVERY WEB PAGE and clip ALL webpages that the story appears on. These are all opportunities for audiences to see the story and are extremely important.
- Every outcome is important, so it important to present the outcome in the best way possible. Crop out all ads on webpages – these are irrelevant.