

Submit information for the web site to **Teresa Moore** by **email** at: tamoore24@sbcglobal.net

Phone: 405.785.6711 **Cell:** 405.401.0332 **Snail mail:** PO Box 14, Alex, OK 73002

General information -

- Allow one to two days for changes to be uploaded.
- Monthly information should be emailed at least five days before the beginning of the month in which the information is to be used.
- Page copy can be emailed in standard email form. Create a subject line in the email that clearly indicates that the information is for the Alex Public Schools website. In the body of the email, identify the page on which the information is to be included.
- Spell check and proof copy prior to sending it. The webmaster is a punctuation and grammar Nazi. Small errors will be corrected. Multiple errors will result in the copy being returned.
- Structure copy with MLA style. Headlines use sentence case. Maintain a reasonable business standard.
- Copy and images have to be placed separately on a web page. With some exceptions, do not include images in documents containing web copy. Attach images separately to emails.
- When using copy and images, keep in mind that many of our readers have only dial-up internet connection. Keep things small and simple.

Documents -

Copy for use on the website may be attached to emails in the following document formats:

All Microsoft Office documents, including Microsoft Word documents, from any version of Office

Open Office (or other word processing programs) documents converted to Microsoft Office format

PDF documents

Documents with the .txt extension (Notepad documents)

Documents with the .rft extension (WordPad documents)

Please **DO NOT** send copy in Microsoft Works format.

Embedded documents

Documents to be embedded in web pages (documents that open in a separate window when a link is clicked) **MUST** be in PDF format (Portable Document Format). Not everyone has access to Microsoft Word but everyone can download Adobe Reader to read universal format documents. See below for instructions regarding how to print a PDF document.

Fonts

A number of fancy fonts do not display well on the internet, particularly in older browsers. It is generally best to use a true type font (fonts that look the same online as on paper) such as **Arial** or **Times New Roman**, both of which are universal business fonts. The body of each website page uses Arial. As a general rule, copy to be included in web pages will be converted to Arial unless your project requires a different font. The only way to determine whether a font will display correctly on the internet is to upload it and see. Any font included in a PDF document will display correctly.

Size

Copy for web sites should be sized to 11 or 12 point.

Documents with images

Documents of this type, such as newsletters created with Microsoft Word or Microsoft Publisher, should be printed in PDF format before submission to ensure that the image remains in the location where it was originally placed.

Images

Formats

Jpg is the preferred format although images will be accepted in .tif, .png or .gif formats.

Image size

Digital images must be sliced (reduced in size) for use on web pages to allow them to load quickly. As noted above, keep in mind that many of our users have slower dial-up internet connections. Using your preferred photo-editing software, first reduce the size of your image to **no larger than 4X6**. Then, reduce the file size to **60 kb or less** by reducing the quality of the image. Most of the photos currently used on the website were sliced to 30 quality with a resolution of 72.

PDF

Cute PDF is free for home, non-profit and educational use. Download it here: <http://www.cutepdf.com/Products/CutePDF/writer.asp> and save the file to your desktop. Double-click the downloaded file to install it. You may delete the installer after ensuring that it is available in the printers and faxes link in your control panel.

To print a PDF

Prepare your project as you normally would using whatever program you prefer and including images if you want. Note: the larger the images in a document, the larger the resulting PDF will be. Keep it small. When your project is complete, click the program's file button and then click print. Click the down arrow by the printer name and scroll to select CutePDF writer. With this selected, click OK. Another dialogue box will open, asking you to name your PDF file and specify the location where you want to save it. Enter the required information and click okay. Your PDF will print and open