



## CLARK COUNTY INSTRUCTIONS FOR NEIGHBORHOOD ASSOCIATION MAILINGS

When planning a mailing, please consider deadlines for:

- Address preparation
- Printing
- Mailing preparation
- County mail room workload
- Post office schedules

### Preparation for mailing:

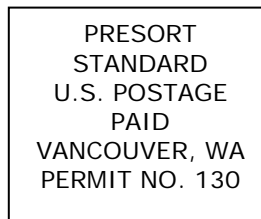
- When you plan a mailing, please notify the county by email to Marilee McCall at [marilee.mccall@clark.wa.gov](mailto:marilee.mccall@clark.wa.gov). Marilee's phone number is (360) 397-2316.
- The original newsletter should be sent as an email attachment to [marilee.mccall@clark.wa.gov](mailto:marilee.mccall@clark.wa.gov).
- Administrative guidelines and RCW 42.17A.555 require us to review newsletters prior to printing to verify that your editor has excluded any:
  - advertisements
  - editorials,
  - religious or political endorsements, and
  - statements or positions on ballot propositions or candidates for an election.

*RCW 42.17A.555: Use of public office or agency facilities in campaigns—Prohibition--No elective official nor any employee of his or her office nor any person appointed to or employed by any public office or agency may use or authorize the use of any of the facilities of a public office or agency, directly or indirectly, for the purpose of assisting a campaign for election of any person to any office or for the promotion of or opposition to any ballot proposition. Facilities of a public office or agency include, but are not limited to, use of stationery, postage, machines, and equipment, use of employees of the office or agency during working hours, vehicles, office space, publications of the office or agency, and clientele lists of persons served by the office or agency.*

- After review and confirmation of final draft by the neighborhood newsletter editor, the Neighborhood Program Coordinator will send the newsletter and printing request to Printing Services. The print shop will print, address, fold, tab and deliver newsletters to the post office within a reasonable turnaround time.
- A newsletter cannot be used for solicitation or advertising. Solicitations and business logos are not allowed.
- Items must represent an objective and balanced perspective.
- The Neighborhood Outreach Office maintains the right to determine whether material is suitable for the mailing, even if it qualifies under the criteria listed above.
- Please allow a minimum of 10 business days from date of submittal to completion of print and posting, plus an additional 3-5 days to be delivered to residents via bulk mail classification. *Please note that this is best case scenario and that other department workloads (some with legal deadlines) are also being submitted and may extend your processing time.* Printing services can be reached at (360) 397-2349.

## Composition and format of newsletter:

- The preferred size for newsletters is two double-sided 8½" x 11" pages, or four double-sided 8½" x 11" pages. This results in either a 4-page or an 8-page newsletter. Two-page newsletters must be formatted in a tri-fold format, check in with the Neighborhood Coordinator for formatting. Six-page newsletters will no longer be processed, as they cannot be machine-collated.
- Printing Services will determine the most cost-effective way to produce a newsletter. The majority of the time, they will be printed in black and white on 11" x 17" paper and folded. Half-sheet 8½" x 5 ½" colored postcard notices are also an option for those that only wish to announce their meeting, and they can be processed much more quickly.
- Remember that your print job will be processed in black print only. Lighter colors of print or designs will print in shades of gray and are not recommended as they will be difficult for readers to read and see.
- Single-page mailers must be formatted to allow letter fold.
  - Format a multi-page newsletter so it folds in half, with the outside page as a self-mailer and the **folded edge at the bottom**. The post office requires tabs at the top.
  - Include a return address, but DO NOT include "Address Correction Requested." Return address should be single-spaced, left-aligned and in 10-12 point font.
  - Add the standard presort U.S. Postage Permit on the original. It should have the same formatting as the return address listed above, but it should be right-aligned.
  - The return address and presort stamp should be placed above the half-page fold and one-half inch from the top and side of paper's edge. *(Please see attached example of the back page of a newsletter, which can also be used as the format for a half-sheet postcard.)*



- It is suggested that you include somewhere on the OUTSIDE of your mailer: "Our next meeting will be (Day of week) (Month) (Time) at (Location) and (name of speaker and organization) will be talking about (main subject of meeting)" This assures that the upcoming meeting date and time notification is visible without even opening the newsletter, and past practice has shown that this high visibility and letting people know the item on the agenda assists in boosting attendance to your meeting.
- Newsletters must also include the following disclaimer on each issue:

*Neighborhood associations are volunteer groups and not agents of Clark County government. Newsletter information and views are solely those of the neighborhood association and not of Clark County. Clark County's Neighborhood Outreach Office supports these volunteers by printing and distributing their newsletters.*



Your Neighborhood Association  
Vancouver, WA



•Recognized Neighborhood Association of Clark County, WA  
•Member of Neighborhood Associations Council of Clark County (NACCC)  
•Supporting Clark County Sheriff Auxiliary

**PRESORT  
STANDARD U.S.  
POSTAGE PAID  
VANCOUVER WA  
PERMIT NO. 130**

**YOUR NEIGHBORHOOD ASSOCIATION IS  
NOW ON FACEBOOK! CHECK US OUT!**

OUR NEXT MEETING WILL BE  
**DAY, (MONTH) (DATE) AT 7 PM AT (PLACE),  
(ADDRESS), (CITY).**  
(GUEST) WILL BE PRESENT TO ANSWER YOUR  
QUESTIONS ABOUT (TOPIC) IN OUR COMMUNITY.  
PLEASE SEE INSIDE THIS NEWSLETTER FOR DETAILS.