

2011 Senior Atlanta Sources

Directions for Submitting Agency Information

It's that time again! We are working to compile the information for our 2011 SAS. There are a few changes this year, so we wanted to give you an update and provide instructions for submitting your material this year.

1. More compact size

- a. We have changed the size of our SAS book from a full 8.5 by 11 to a half page size.
- b. We believe this size is easier for people to keep handy and use for reference.
- c. The smaller size will allow us to print and distribute more copies, as well as reduce costs.

2. Template in WORD

- a. Along with these instructions, you will be getting a template in WORD for you to complete.
- b. Along with an email, we make both documents (the template and instructions) available on our website. Just click on "downloads" in the menu at the very top right of our website (www.lifespanseiorresources.org) and then go to the Affiliate Information section.
- c. We have set up the WORD template using the appropriate page size for the new SAS booklet. You only have one page and only the space available on that page, so the challenge is to tell your story concisely. The font will be Trebuchet, 10 point (categories in bold), for those of you who are cutting and pasting.

3. LOGO and tag line

- a. You will see the space provided for your logo when you look at the template. We will make the necessary adjustments to assure logos are sized consistently and that they allow the maximum space on the page for information.
- b. Many of you do not use tag lines, and that is fine. We will only add a tag line if you tell us you want us to include it.
- c. If you have been a part of SAS before, we already have your logo. You only have to provide a new logo, **in a high resolution jpeg format**, under any of these conditions:
 - i. Your logo has changed since the last SAS was published
 - ii. You are new to our SAS publication
 - iii. You wish to include a tag line with your logo that you have not used previously. Please send us both the logo and the tag line as you wish it formatted.

4. Online version

- a. We will be having an online version of the SAS this year. That is why we are requesting a web address and email in your contact information. In the online version, these will be links.
- b. We are working to have both a web-viewable version of the SAS, as well as a downloadable PDF.
- c. We will be talking about our SAS publication in all of our social media channels and on our blog (lsrseniors.org). So we hope to increase its visibility and reach.

5. Point person - Peggy Palmiter

- a. I will be the point person for the SAS submissions this year. We would like to have your information returned to us by March 15, 2011, so we can produce and print the book early in the year. Here is my contact information:
 - i. peggy@lsrseniors.org
 - ii. 404-788-8232 (cell)
- b. You will be getting reminder e-mails. If you have decided not to participate, just send us back a quick email so we can stop reminding you. The sooner you get your information back to me the sooner you can stop getting those annoying emails!
- c. Thanks in advance!