

# Newsletter Sizes

Newsletters are marketing materials that enable marketers and companies to create and publish personalized content for a specific audience. Print newsletters follow mailing standards, while digital newsletters follow a modular pattern for viewing on devices; the section below covers different formats and sizes you can use for newsletters.



## Newsletter Sizes Standard

### Two-page Newsletters

These newsletters are the standard size for print, following the US Letter size of 8.5 x 11 inches, having print on both sides of the paper.

### Four-page Newsletters

These print newsletters are for lengthier content following the tabloid size of 11 x 17 inches, folded in half to produce a four-page newsletter.

# Newsletter Sizes for Digital - Social Media

## Facebook Newsletter Size

Facebook has image post constraints of 1200 x 628 pixels. It is best to adjust the newsletter to accommodate Facebook's required dimensions for high-quality content.



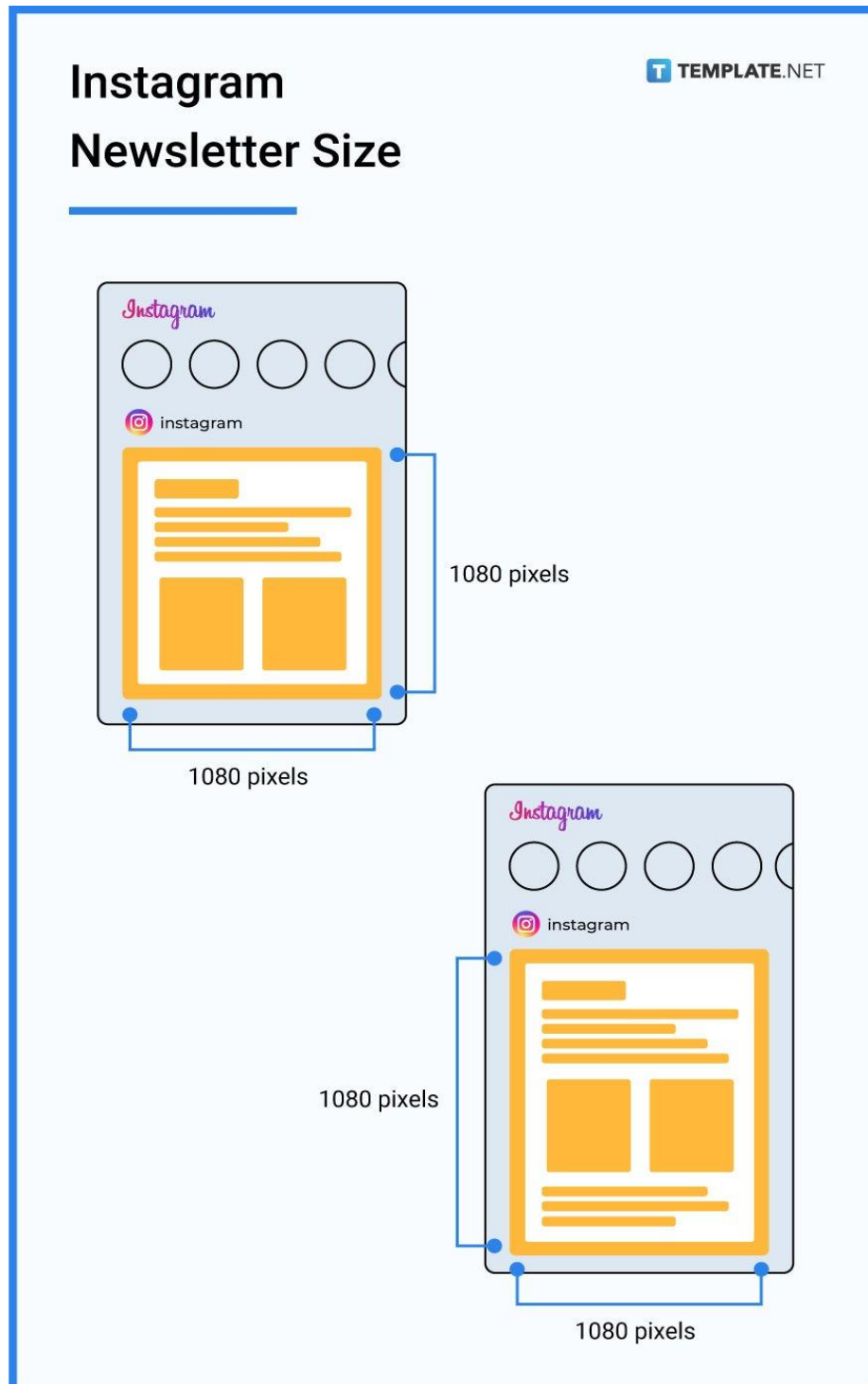
## Twitter Newsletter Size

The standard dimension for Twitter post photos is 1200 x 628 pixels, following the ratio of 4:3 and 16:9 to prevent the platform from cropping images. When posting newsletters on Twitter, it is best to follow the same standard size as well.



## Instagram Newsletter Size

Instagram images have an aspect ratio of 1:1 with 1080 x1080 pixels for square photos and 1080 x 1350 pixels for portraits. Newsletter sizes should follow the same dimension when posting on Instagram.



## LinkedIn Newsletter Size

The size for LinkedIn posts when sharing photos and links with images has a standard size of 1200 x 627 pixels for mobile optimization. Newsletters on LinkedIn follow the exact measurement.



## Newsletter Sizes for Print

The print sizes for newsletters follow two standard measures, namely 8.5 x 11 inches for a single page and 11 x 17 for a spread newsletter. Remember to use paper that showcases the vibrant colors and designs for the newsletter.

Newsletter Sizes for Print		T TEMPLATE.NET
NEWSLETTER SIZES	SIZE (inches)	
Single Page Newsletter	8.5 x 11	
Spread Newsletter	11 x 17	

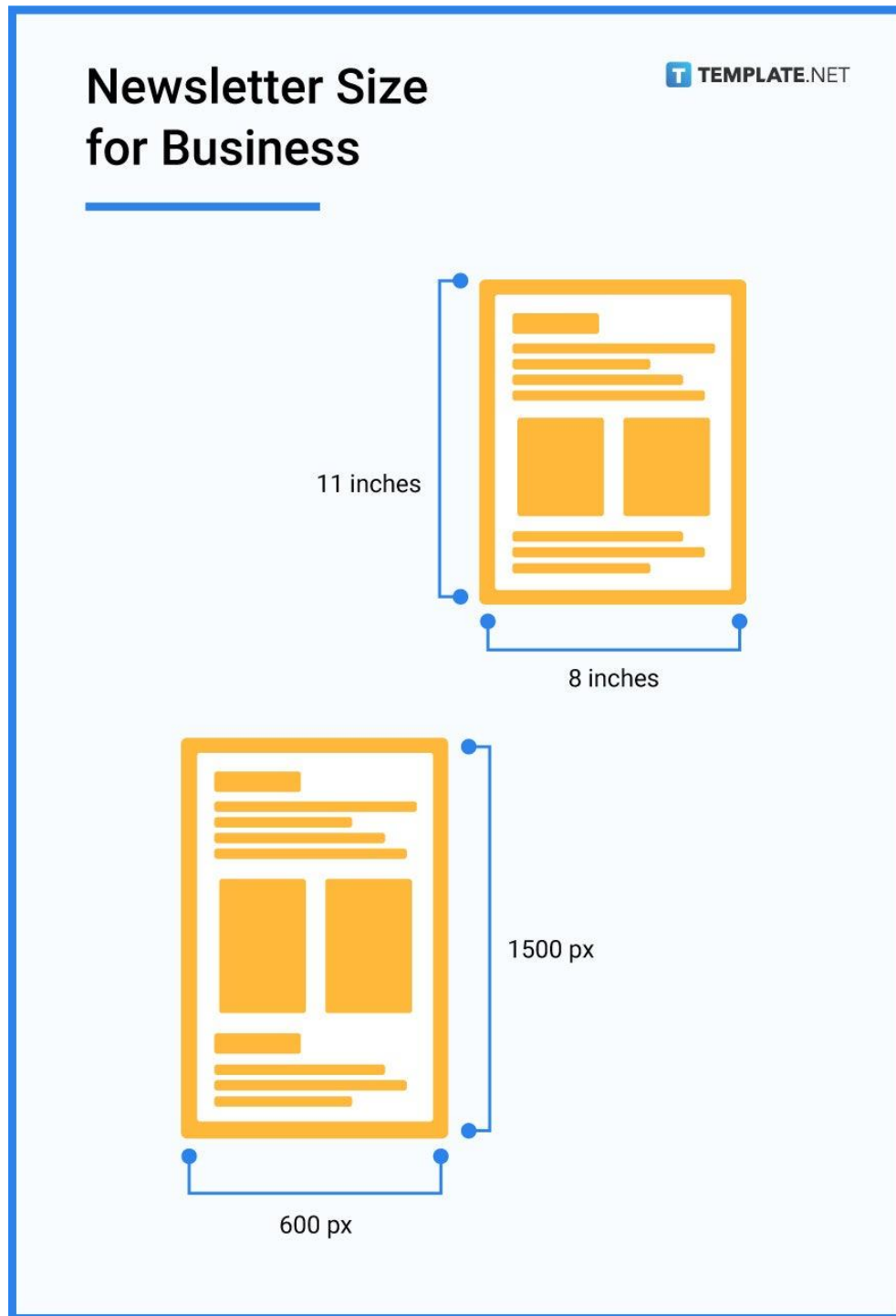
## Newsletter Sizes for Email

Email newsletters follow the standard size of 600 x1500 pixels to accommodate mobile viewers, with a maximum dimension of 700 x 3000 pixels.



## Newsletter Sizes for Business

Companies send out email and print newsletters for their clients and subscribers. For physical newsletters, 8.5 x 11 inches is the standard, while 600 x 1500 pixels for email newsletters.





## Newsletter Sizes for Adobe Photoshop

Creating newsletters in Adobe Photoshop requires individuals to work with 800-pixel width and 1000-pixel height and a resolution of 72 dpi to make room for content and design. Make sure the color scheme is in RGB and create a 600-pixel width container from the center of the document to house the content.

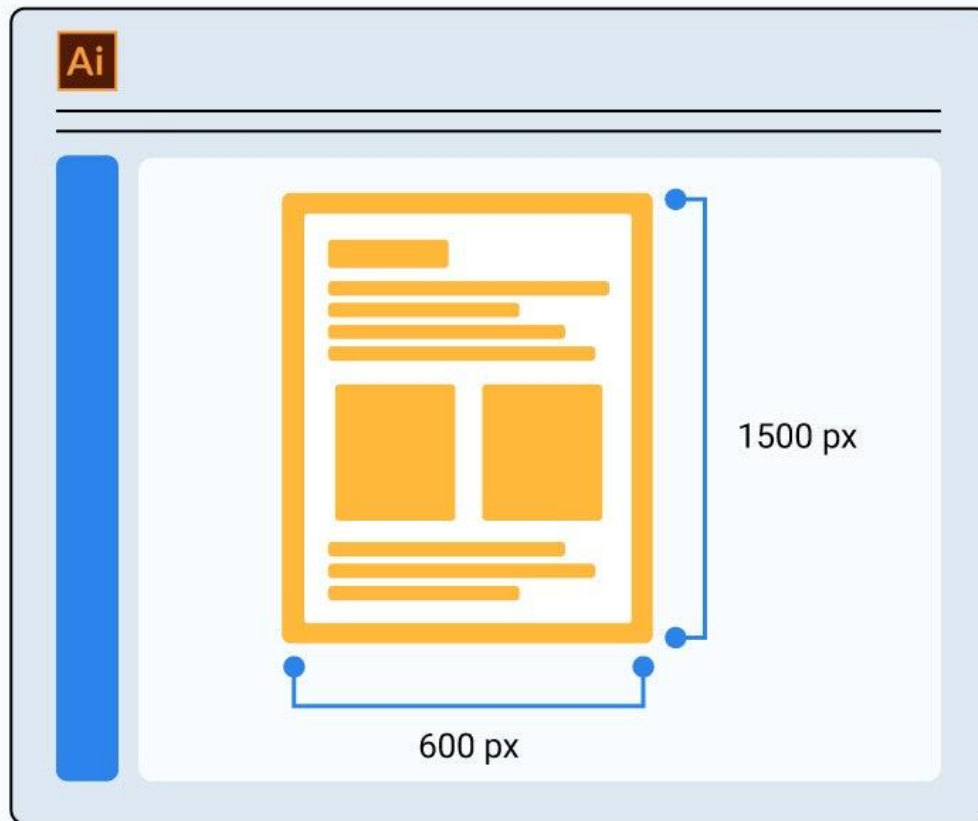


## Newsletters for Adobe Illustrator

Newsletter sizes for Adobe Illustrator follow the standard size of 600 x 1500 pixels with an RGB color setting. Adobe Illustrator is ideal for creating designs and graphics for the newsletter.

### Newsletter Size for Adobe Illustrator

 **TEMPLATE.NET**



# **Newsletter Sizes FAQs**

## **What Is the Standard Size of a Newsletter?**

The standard size of a print newsletter is 8.5 x 11 inches for print, while 600 x 1500 for email newsletters.

## **How to Create a Newsletter on a Legal Size Paper?**

Adjust the dimensions of the newsletter to accommodate a legal size paper with a dimension of 8.5 x 14 inches.

## **What Is the Best Font and Font Size for a Newsletter?**

The best legible font for newsletter contents is either serif or sans serif, with sizes ranging from 10 to 14 points.

## **What Size of Photo Should I Put in a Newsletter?**

The ideal size of photos to incorporate in a newsletter must have widths between 600 to 650 pixels.

## **How to Calculate for the Newsletter Size?**

Standard sizes range from 8.5 x 11 inches for print and 600 x 1500 pixels for email, depending on the type of media and content a company needs to input and produce.

## **What Size Should I Make the Banner in the Newsletter?**

The ideal banner size for a newsletter must fall between 600 to 650 pixels in width and 300 to 350 pixels in height.

## **What Are the Dimensions of a Newsletter?**

The standard dimension for print newsletters is 8.5 x 11 inches and 600 x 1500 pixels for email newsletters.

## **How Do You Make a Newsletter Using Pixel Size?**

Using Adobe Photoshop, go to the Image menu and select Image size to open the pop-up box and set the dimensions to pixels.

## **How Do You Change the Newsletter Size in Photoshop?**

Open the Adobe Photoshop application, go to the Image menu and select Image size to open the pop-up box, and adjust the height and width of the document.

## **What's the Best Size for a Mailchimp Newsletter Template?**

According to the information on the Mailchimp website, full-width section images must have a width of 564 pixels with a maximum file size of 1MB and 72 dpi.