



## Newsletter Title

### Lead Story Headline

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a con-

### In this issue:

- \* Heading one.....1
- \* Some wider line.....3
- \* Point 3.....5
- \* Point 4.....6
- \* Point 5.....8



### Call #1.2 PULL is now open!

Apply now and get:

-  Lump sum 1000€ per SME/midcap
-  Integrate your solution in the HUBCAP ecosystem
-  Support services & workshops
-  Sell your assets

APPLY NOW  [hubcap.eu](https://hubcap.eu)

### Secondary Story Headline

This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time! Membership Drive Exceeds Goals, and New Office Opens Near You. Examples of possible headlines include Prod-



## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

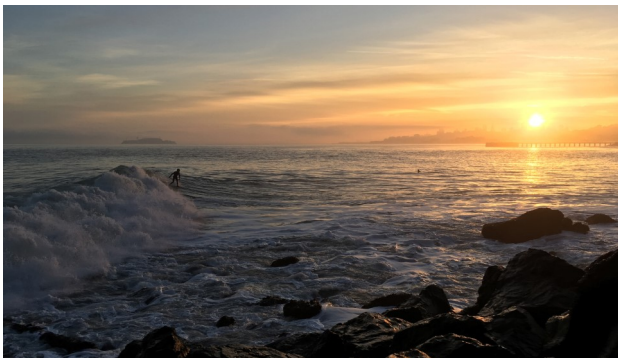
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors to other graphic.

## Another Headline



Some nice caption for this beautiful image.

You can also use this space to remind readers to mark their calendars for an event or something else.

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## Third Headline

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### Contact

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# HUBCAP

Digital Innovation HUBs and Collaborative Platform  
for Cyber-Physical Systems

Newsletter X

November 2020

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## Upcoming Events

Call #2.1 EXPERIMENT 01.12.2020

Some description of the Call or whatever event it may be, which could take up a few lines or a whole paragraph depending on importance.

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## Upcoming Open Calls

**Call #2.1 EXPERIMENT**

December 2020—January 2021

**Call #2.1 EXPERIMENT**

December 2020—January 2021



**Call #2.2 EXPERIMENT**

December 2020—January 2021

**Call #2.1 EXPERIMENT**

December 2020—January 2021

