

Simple Newsletter Content Formatting For Dummies :)

We all know that a well-written content is the key to your newsletter. However, applying simple formatting for your content makes it stand out even more. But alas you don't have a powerful html editor to play around with and worse, you don't have a plethora of HTML and CSS knowledge to take advantage of. No problem! What I have here is a compilation of the most requested tricks I got from my clients.

Be sure to enter any of these formatting tricks with your editor in "HTML" or plain text mode.

Superscript and Subscript Tags

Ever wondered how those "tech-heads" superscript and/or subscript certain symbols? It's actually easy to accomplish. Take for example you want to properly superscript and subscript the register symbol and the number "2" on the words "Texas Instruments®" and "H₂O" respectively, here's how to do it:

Superscript

Texas Instruments^{®}

Subscript

H₂O

Note the usage of the superscript and the subscript tags. Simple, isn't it?

Justifying Paragraphs Just Like Newspaper Columns

Justified paragraphs are pleasing to the eyes and makes the text that much easier to read. Why not emulate such effect on your newsletter? Here's how to do it:

Find the <p> tag that encloses the paragraph then add the following to its starting tag:

<p style="text-align : justify;">Paragraph content goes here</p>

A normal, non-justified paragraph looks like this:

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This is how it will look like after adding justification

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Wrapping Text Content Around an Image

Sometimes you want to align an image accent and have the remaining block of text fill up the remaining space around it. This will be a little trickier to execute yet not that hard enough to follow. Here's how:

Look for the `` tag the add the following inside the tag:

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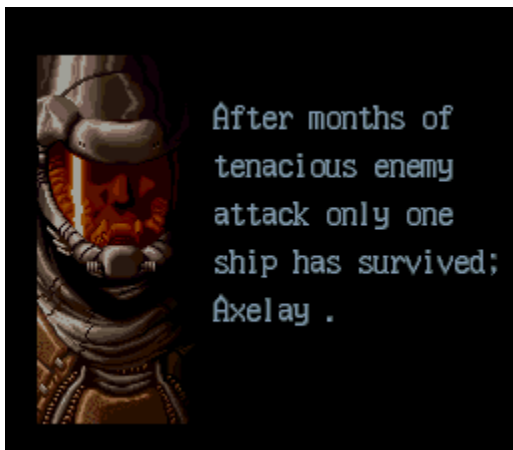
Let's dissect the additional style

`float : left;` basically tells the image to align left. If you want to make it go the other way around, simply replace the "left" value to "right"

`margin : 0px 5px 5px 0px;` adds a 5px space to the right and bottom area of the image. This way, the text content won't stick to the image close enough. The order of the margin values is:

`margin : top right bottom left;`

This is how the content should look like after adding the style



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I hope you find these useful enough.