

Annual Report Page Styles and Content Options

PAGE STYLE OPTIONS

A: One Story (starts at 5,700 characters per page)

Optional elements

- Feature Photo headers (subtract 1,850 characters from page) or Banner Photo (subtract 1,200 characters from page)
- Square Photo (subtract 1,100 characters from page)
- Horizontal Wide Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

B: Two Stories (starts at 5,700 characters per page; 2,850 per story)

Optional elements

- Feature Photo (subtract 1,850 characters from page) or Banner Photo (subtract 1,200 characters from page)
- Square Photo (subtract 1,100 characters from page)
- Horizontal Wide Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

C: Four Stories Vertical Design (starts at 5,700 characters per page; 1,435 per story)

Optional elements

- Square Photo (subtract 1,100 characters from page)
- Horizontal Wide Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

D: Four Stories Strip Design (max 950 characters per story)

- One photo per story

F: One Story and Two Pie Charts (starts at 2,600 characters)

Optional elements

- One Square Photo (subtract 1,100 characters from page) or Short Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

G: One Story and Two Stacked Bar Charts (starts at 4,300 characters)

Optional elements

- One Square Photo (subtract 1,100 characters from page)
- Horizontal Wide Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

H: Feature Story with Full-Width Headline (starts at 5,350 characters)

Often is opposite a full-page feature photo. Although you may add the elements below, this type of page is used primarily for feature stories.

- One Square Photo (subtract 1,100 characters from page)
- Horizontal Wide Photo (subtract 650 characters from page)
- Pull Quote (max 200 characters inside) (subtract 430 characters from page)
- Website Call-to-Action (max 100 characters inside) (subtract 180 characters from page)
- Data Stack (subtract 180 characters from page)

I: Photo Grid (short general image caption only)

J: Full Page Image bleed

If you're adding additional elements outside the Excel formula, use this manual calculation

- *Pie Chart (9 points max) (subtract 1,575 characters from page)*
- *Stacked Bar Chart (subtract 725 characters from page)*

Cover

1 powerful image

Page 2

- County Director Letter **WORD COUNT: 2,000 characters.**
- Impactful headline with 100 characters maximum (do not use "Note from County Director")
- Staff Listing including Name, Title, County if appropriate

Page 3

Leave blank. State overview of priority issues will be inserted

Back Cover

Office locations required

Address

Phone

Website URL

Social Media handles

Staff members