**AgGateway Flyer Guidelines for Working Groups**

Notes:

* Susan will help with the editing. The important thing for the Working Group is to provide the content.
* See previous flyers for guidance.
* Word counts are given here just as a general guide. Susan will edit final copy for AgGateway style and to fit the space.
* The Working Group will review and approve the flyer before publication.

*The Working Group should provide a draft version of:*

**Headline:** The topic being discussed/Problem being addressed

**Photo**: Provide any photo ideas, or photo images you want to use.

**Copy:** Note that page 1 of the flyer is geared to a business audience (less technical), while page 2 is often more technical/specific for IT folks.

**Page 1 Body Copy** (300 to 400 words):

* Overview of the challenge/problem being addressed
* Summary of the solution that AgGateway is working on
* Why is this an important effort? What benefits will it give to companies and the industry?

**Page 1 Sidebar** (about 100 words)

* It’s helpful here to provide a summary of the issue here. (Feel free to use the “in a nutshell” lingo if you like it). This could be a sentence each on the problem, solution and benefit.

**Page 2 Body Copy** (about 300 words – fewer if there is a chart or other graphic):

* Provide more detail on what the team is doing and why – but keep in mind that you don’t want the flyer to become dated too quickly; what we write should still be relevant at least several weeks later.
* Include a technical diagram or chart if it is helpful.
* Include a call to action at the end, and how to get involved.

**Page 2 Sidebar** (about 75 words)

* This can be used in several different ways. Consider if you’d like to provide a list of participating companies or supporters. Otherwise Susan can fill this spot with the call to action or benefits.

Thank you!