

## MUNI ASSOCIATION PARTNER KIT

## Newsletter Insert

A modular editorial snippet — short or long — that slots directly into your existing member newsletter without reformatting. Copy and paste into any newsletter builder's HTML block.

### WHAT'S IN THIS FOLDER

FILE	DESCRIPTION	WORD COUNT
<code>Newsletter_Short.html</code>	Short version — sidebar or member update callout	75–100 words
<code>Newsletter_Long.html</code>	Long version — research spotlight or partner feature	150–200 words
<code>Newsletter_Plain_Text.txt</code>	Both versions in plain text for copy-paste or Word-based newsletters	—
<code>Newsletter_Banner_Light.png</code>	600 × 200 px banner — white right panel, for light-background newsletters	—
<code>Newsletter_Banner_Dark.png</code>	600 × 200 px banner — dark charcoal right panel, for dark-background newsletters	—

### QUICK START — 3 STEPS

- Open the HTML file in your browser or text editor**  
 Open `Newsletter_Short.html` or `Newsletter_Long.html` in a text editor (TextEdit, Notepad, VS Code). Look for the comment block that says `START COPY`.
- Copy everything between the START COPY and END COPY markers**  
 Select from the line immediately after `<!-- START COPY -->` to the line immediately before `<!-- END COPY -->`. This is the exact block to paste into your newsletter builder.
- Paste into your newsletter builder's HTML block and update the section label**  
 In Mailchimp: drag in a "Code" content block, then paste. In Campaign Monitor or Constant Contact: use the HTML source editor. Replace the section label placeholder with your newsletter's actual section name (see below).

### SECTION LABEL OPTIONS

The snippet contains a placeholder: `[ Member Update / Research Spotlight / Partner News ]`. Replace it with whichever label fits your newsletter structure:

Member Update

Research Spotlight

Partner News

Industry News

## MUNICIPALITY LOGOS — ACTION REQUIRED BEFORE SENDING

The snippet currently displays participating municipality names as styled text badges. These are print and email safe and do not require any action to use.

If you prefer to display actual municipal logos, contact **Sean Fitzpatrick** at [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com) to request logo files. Once received, replace the text badge `<span>` elements with `<img>` tags. Spec: PNG with transparent background, max-height 28px (short version) or 32px (long version), grayscale or muted colour preferred.

## PLAIN TEXT VERSION

`Newsletter_Plain_Text.txt` contains both versions with clear section labels. Use this if your newsletter tool doesn't support an HTML block, or if you need copy for a Word document approval workflow. The partner instructions at the top of the file explain each placeholder.

## BANNER GRAPHICS — READY TO USE

Two ready-to-use 600 × 200 px banner PNGs are included in this folder:

- **Newsletter\_Banner\_Light.png** — white right panel; use with light-background newsletters
- **Newsletter\_Banner\_Dark.png** — dark charcoal right panel; use with dark-background newsletters

Attach the preferred PNG as an image block above the text snippet in your newsletter builder. The snippet is fully functional without the banner — add it optionally for visual impact.

Questions about study content, logos, or copy? Contact **Sean Fitzpatrick**, TalentMap — [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com)