

HERALD COMMUNICATIONS LTD

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12 February 1993

Howard Finberg
Assistant Managing Editor
C/- The Arizona Republic
120E Van Buren Street
Phoenix AZ85004
UNITED STATES

Dear Mr Finberg

The basic philosophy underpinning Timaru Herald design is simply - to publish a product that people want to pick up and read.

To achieve this our design policy calls for modularity, the bold use of photographs, and a high story count. We have a length limit of 28 centimetres on stories, although this can be exceeded on merit.

The front page design of 10 February has been influenced to some degree by the presence of the advertisement, but the end result is still pleasing.

There are seven stories on the page, plus briefs. The photograph has been given prominent treatment and there are five other graphic elements, which help give the page the bright, interesting look we were after.

Yours faithfully

B R Appleby
EDITOR

BRA/AMB