

nysut
Retirees

Experienced

Resourceful

Engaged



**Resource
Kit for**

NYSUT Retiree Editors



UPDATED SEPTEMBER 2025

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GUIDELINES FOR RETIREE COUCL NEWSLETTERS & PRINTING:

NYSUT facilitates the creation of up to five retiree council newsletters issues per year, per council. Retiree council newsletters are four pages in length, printed in black ink, self-mailer format, and at no cost to the retiree council. One issue per year will be mailed to all retired members within the retiree council. If requested, retired members can receive all issues by mail. Retiree council newsletters can be accessed electronically on the NYSUT Retiree webpage at nysut.org/rcnews. Retirees are notified by email when a new issue is available online.

- Any advertisements published in retiree council newsletters other than NYSUT, AFT, or NEA Member Benefits ads must include a disclaimer per NYSUT policy (see pgs 10&11).
- Retiree Council election notices/announcements that are incorporated into the council newsletter can be mailed out at First Class rate one time per year.
- Make the Retiree Services Consultant and NYSUT Retiree Services aware if for some reason you are unable to submit you newsletter on your chosen date.
- Newsletters must be 4 pages and submitted in pdf format.
- Editors are asked to provide written instructions in a cover letter (sample on page 13) or email specifying:
 - Name of individual submitting the request
 - Date request was submitted to NYSUT Retiree Services
 - RC #, Month(s) of Issue, and Year
 - The number of extra copies requested, to whom and where they should be mailed
 - If they would like the NYSUT Member Benefits Ad included
 - Primary contact name, email and phone number
 - When it is an Election Notice and that it should be sent by FIRST CLASS MAIL
 - Any special instructions/requests
- NYSUT encourages retiree councils to establish a team of individuals who can proof and edit the retiree council newsletter before it is submitted. This practice of formally proofing the council newsletter can also help the council steer clear of avoidable printing delays.
- Newsletters are reviewed by the NYSUT Retiree Consultant and NYSUT Retiree Services prior to being submitted for printing for the sole purpose of verifying what is printed in the newsletter is consistent with NYSUT policy/mission. If a newsletter containing errors is submitted to NYSUT HQ, minor edits will be made by NYSUT Retiree Services. However, if major edits are needed, the newsletter shall be returned to the retiree council to make the edits. The retiree council is responsible for re-submitting the revised newsletter to HQ with the words, "Revised RC #__ Newsletter" in the subject line of the email to Retiree Services @ retireeprintrequests@nysut.org.
- You must submit your newsletter to NYSUT Retiree Services on the RC's date chosen through the annual survey monkey. The printing process can be completed within fifteen (15) business days. Please note after printing it will take additional days to be mailed to retirees' home addresses. **Please note if you do not submit your newsletter on or before your chosen date, delay in printing and mailing can occur.**

HOW TO SUBMIT YOUR RETIREE COUCIL NEWSLETTER FOR PRINTING

1. The dates your RC elects to submit their newsletter throughout the year must be shared with NYSUT Retiree Services annually. Submission of dates to NYSUT Retiree Services is done using Survey Monkey which is sent to all Retiree Council Presidents during the summer annually.
2. Create a full-size PDF of your final newsletter; ***DO NOT SHRINK TO FIT.*** Your newsletter will be printed exactly as it appears in the final PDF you submitted or shared with edits by Retiree Services. Save and name your PDF file with your RC# , month and year. *Example: "RC 5 March 2025 newsletter."*
3. Submit your newsletter to the Retiree Services Consultant (RSC) for review. After RSC reviews your newsletter, you will receive a Retiree Newsletter email with either the go ahead to print or feedback to revise the newsletter as needed.
4. If your newsletter needs revision, you will need to resubmit the original request with a revised FINAL PDF.
5. Submit your revised newsletter to the NYSUT Retiree Services email, retireeprintrequests@nysut.org. After creating your email, attach an electronic version of the following:

Create EMAIL PRINT REQUEST as follows:

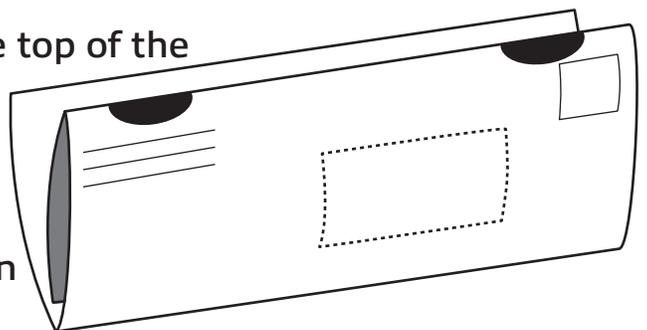
- **To:** RetireePrintRequests@nysut.org
CC: Your Retiree Services Consultant and other RC Newsletter Editors
 - **Subject:** RC #__ Newsletter Print Request
- The PDF of your final **approved** full-size newsletter
- A message stating the RSC has reviewed and approved the newsletter for printing. *Be sure to include the email and other contact information for 2 others who can edit the file.*

HOW TO CREATE A 4 PAGE RETIREE NEWSLETTER WITH SELF-MAILER:

- Newsletters should be:
4 single pages @ 9"x 12"

8 1/2" x 14" is NOT an option for a 4 page self-mailer newsletter!

- Create a new document in whatever application you are using.
- Set document margins to be **NO** less than .375". Anything outside the margins will not print.
- Other than margins there are no layout restrictions for pages 1 through 3.
- Page 4...
 - The **MIDDLE** panel is now reserved for the United States Postal Service (USPS) mailer information, you may still add your announcement in the area provided(see *sample template for position and for exact measurements on pages 8*).
 - The **FIRST & THIRD** panels have no layout restrictions other than the margins. Unfortunately the new regulations split up the entire fourth page, if you are planning on using the Member Benefits Ad we suggest you put it on page 4. We have created a split version of the ad that we will place when your newsletter is submitted for printing.
 - The opening **MUST** be at the top of the self mailer. Self mailers that open on the bottom will no longer be accepted. The address info must be on the middle panel, it cannot be on the single panel opening. Mailings that do not meet the USPS regulations will be rejected.

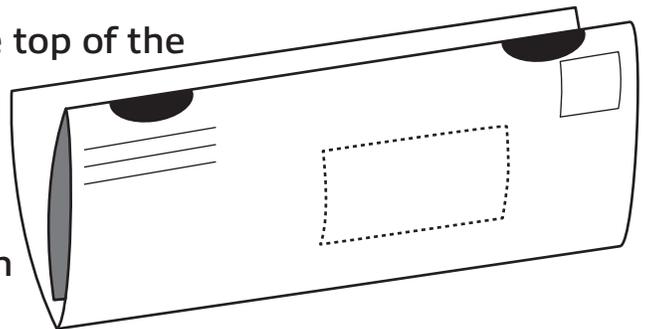


HOW TO CREATE A 2 PAGE RETIREE CONFERENCE FLYER WITH SELF-MAILER:

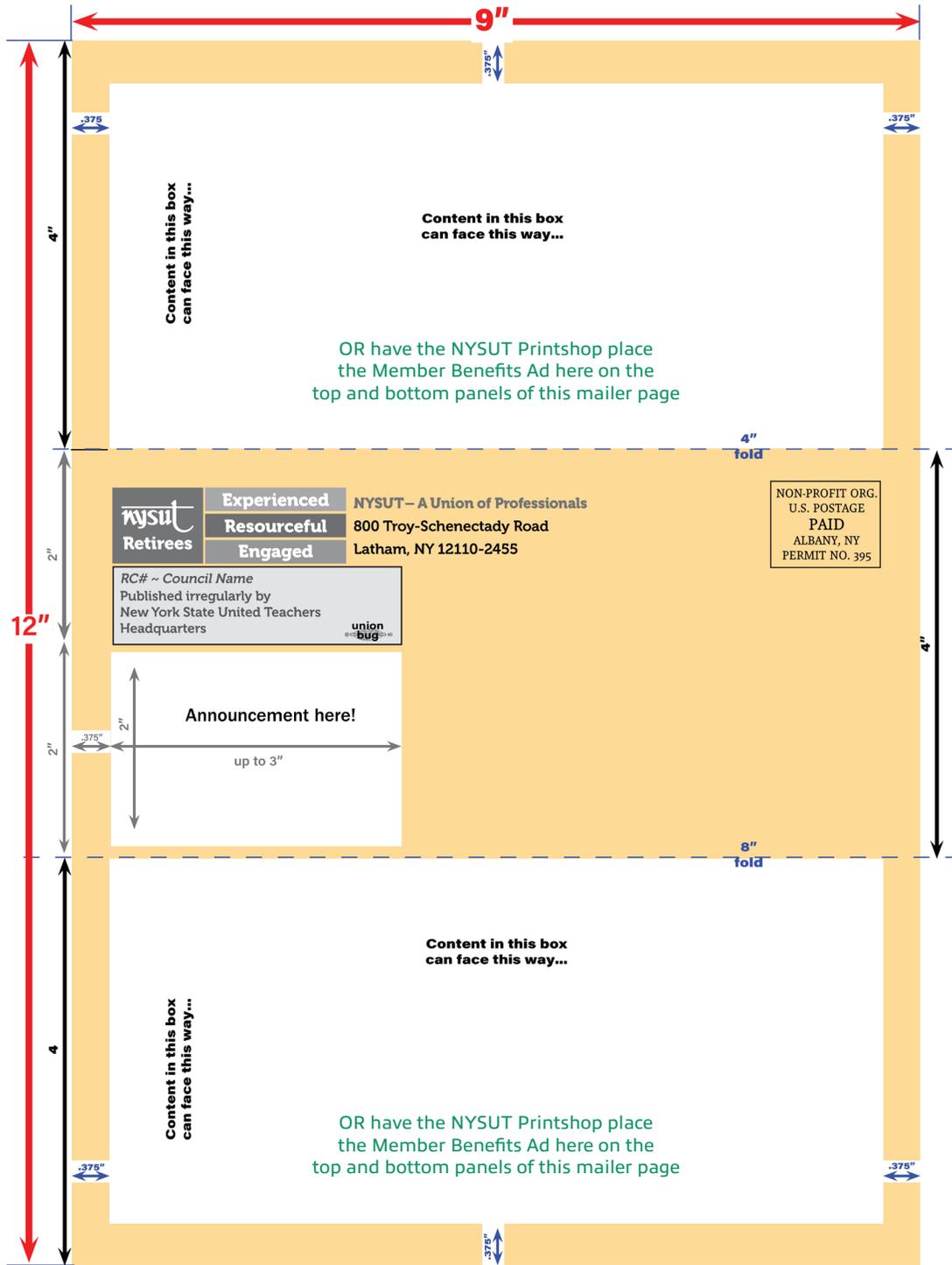
- RCF Page size 2 single pages @ 9"x 12"

***8 1/2" x 14" is NOT an option
for a 2 page self-mailer Regional Conference Flyer!***

- Create a new document in whatever application you are using.
- Set document margins to be NO less than .375. Anything outside the margins will not print.
- Other than margins there are no layout restrictions for the nonmailer side.
- Mailer side...
 - The **FIRST** panel is the RCF masthead with the Retiree, NYSUT logo, NYSUT Officers and a small area for your announcement.
 - The **MIDDLE** panel is now reserved for the United States Postal Service (USPS) mailer information. You may still add your announcement in the area provided (*see sample template for position and for exact measurements on page 9*).
 - The **THIRD** panel has no layout restrictions.
 - The opening **MUST** be at the top of the self mailer. Self mailers that open on the bottom will no longer be accepted. The address info must be on the middle panel, it cannot be on the single panel opening. Mailings that do not meet the USPS regulations will be rejected.



SAMPLE 9" X 12" RETIREE NEWSLETTER SELF-MAILER TEMPLATE



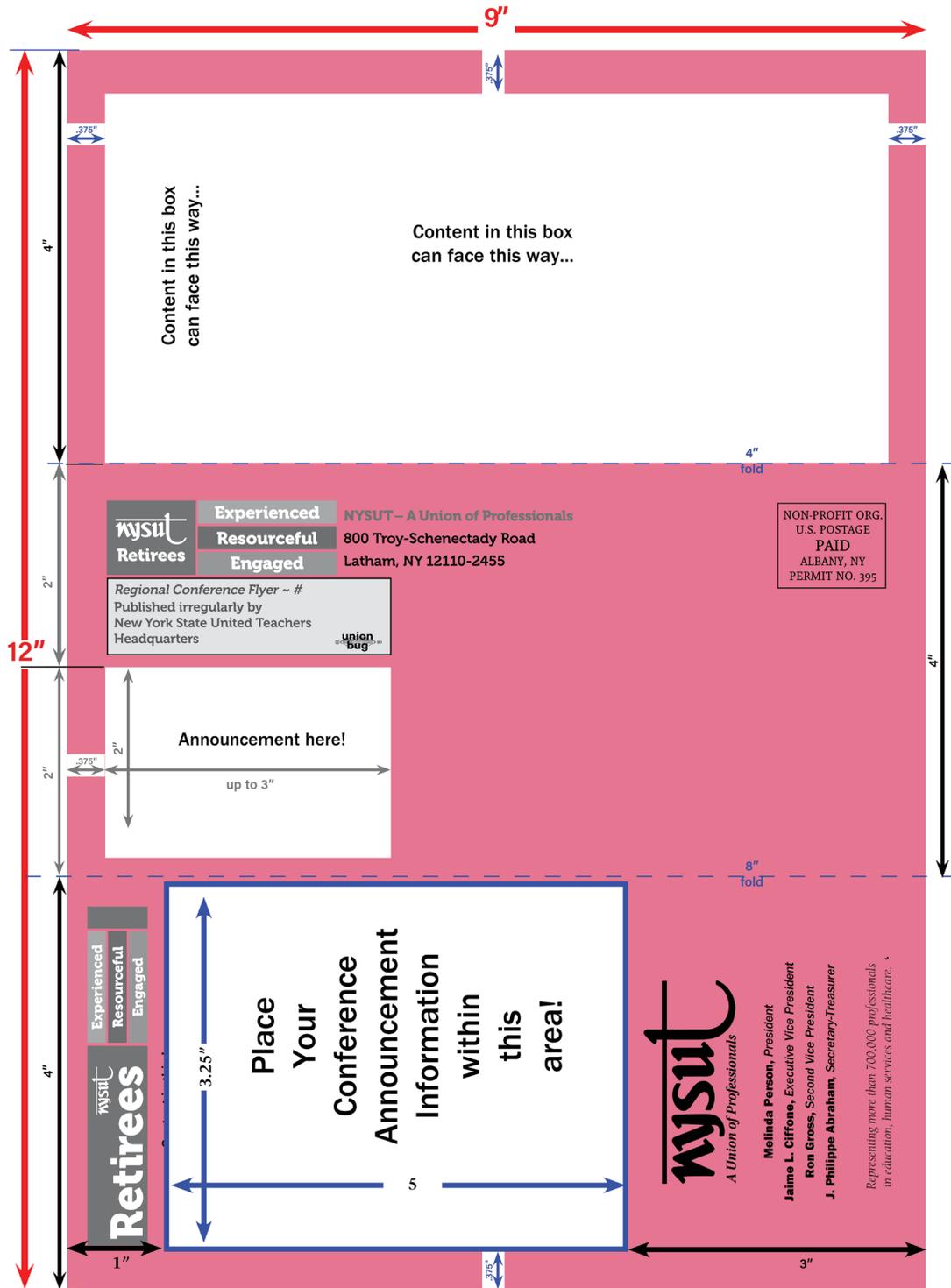
For a 9"x 12" - 4 page newsletter with 3 panel Self mailer page:

- **Make document page size = 9" x 12"**
- **Make document margins = no less than .375"**
- **Placement of your announcement in mailer panel see above for additional measurements.**

The NYSUT Print Shop is responsible for adding the middle panel with exception to the Announcement

To get a template or assistance in your application please contact Kathy Michalek in the Print Shop – kathy.michalek@nysut.org

SAMPLE 9" X 12" RETIREE REGIONAL CONFERENCE FLYER SELF-MAILER TEMPLATE



For a 9"x 12" - Regional Conference Flyer 3 panel Self mailer page:

- **Make document page size = 9" x 12"**
- **Make document margins = no less than .375"**
- **Placement of your announcement in bottom left of mailer panel see above for additional measurements.**

The NYSUT Print Shop is responsible for adding the bottom and middle panels with exception to the Announcements

To get a template or assistance in your application please contact Kathy Michalek in the Print Shop kathy.michalek@nysut.org

NYSUT POLICY FOR ACCEPTANCE OF ADVERTISING IN RETIREE COUNCIL NEWSLETTERS

(original text, as adopted)

*The following guidelines for printing disclaimers should be used by
NYSUT Retiree Councils when placing ads in their newsletters:*

1. NYSUT Member Benefits Endorsed Programs - No need to print a disclaimer.
2. "This program is **NOT** endorsed by NYSUT."
This should be used for any ad that is placed in the newsletter that does not come into conflict with one of NYSUT's programs. For example - retiree councils cannot advertise for a Long-Term Care program because NYSUT has one. However, if retiree councils want to advertise for a program NYSUT does not offer they can.

OTHER RETIREE COUNCIL NEWSLETTER ADVERTISING GUIDELINES

1. Do **NOT** sell or give mailing lists or member information to anyone.
2. Do **NOT** print an ad before payment is received.
3. Do **NOT** accept any ads that you have not seen.
4. Do remember that retiree councils have the right to reject ads.
5. Do have a policy for ad acceptance that you can send to "would-be" advertisers.
6. Do specify the type of acceptable copy and method of transmittal (i.e., camera ready, electronic, via email, etc.).
7. Do have a cost policy for ad space and placement (prime placement such as front page and last page may be differentiated).
8. Do set a limit on the number of ads accepted (20% to 30% of available space).
9. Do make the "sensibilities of the total union membership" a primary concern.
10. Do **NOT** accept political ads of any kind and follow the New York Teacher guidelines

RESTRICTIONS

The publisher reserves the right to reject advertising not in keeping with the character and policies of either the NYSUT United or the union. Advertisers, their products and services must meet standards of serving well the interests of the members. Advertisers may not discriminate in terms of race, sex, religion, age or national origin. Political ads are not accepted. Ads from membership organizations are not accepted. Alcohol, tobacco and firearm ads are not accepted.

11. Do place a disclaimer on **ALL** ads, unless they are from a NYSUT , AFT, or NEA endorsed provider.
12. Do **AVOID** accepting any ads that conflict with NYSUT Member Benefits or endorsed vendor programs.

continued...

NYSUT POLICY FOR ACCEPTANCE OF ADVERTISING IN RETIREE COUNCIL NEWSLETTERS

(original text, as adopted) continued...

13. Do be especially wary of accepting ads from pharmaceutical and health care companies.
14. Do be careful in regard to accepting travel ads.
15. Do be careful in regard to advertising for web firms.
16. Do **NOT** accept ads that are anti-labor, anti-education or anti-public education.
17. Do check the AFT's "Do Not Buy List" to make sure a company is not on it.
18. Do read ALL copies carefully and use your very best judgment on "tastefulness" from the union's standpoint.
19. Do get a second opinion.
20. If there is any doubt, please do not hesitate to contact NYSUT Retiree Services: (518)213-6000 | (800) 342-9810 | retireeprintrequests@nysut.org

ADVERTISEMENT DISCLAIMER PER NYSUT POLICY

- If you are unsure if an announcement such as trip qualifies for the "This program is NOT endorsed by NYSUT" disclaimer, NYSUT Retiree Services recommends that the disclaimer be added (if you have any questions, please review the NYSUT policy for advertisements in NYSUT retiree council newsletters above).
- This disclaimer is to be added to any events or programs that are printed in the retiree council newsletters that ARE NOT SPONSORED by the Retiree Council.
Example of RC newsletter ad with disclaimer:



78 Will Rogers Drive
Saranac Lake, NY 12983
518-891-7117
www.saranacvillage.com

Saranac Village at Will Rogers
Saranac Village at Will Rogers provides one of the best retirement values in New York State in a beautifully restored historic building.
Call for a tour and a free packet of information at 518-891-7117.

Mention this ad and we will pay moving expenses. Call for details.



The Historic Retirement Community of the Adirondacks

This advertisement is not an endorsement by NYSUT.

SAMPLE NYSUT MEMBER BENEFITS ADS



MEMBER BENEFITS
nysut
Working to Benefit You

GET FREE ACCESS

TO THE PREMIUM CALM APP, PEER SUPPORT LINE & MORE!

NYSUT Member Benefits understands the importance of providing support, resources, and tools to help NYSUT members with all aspects of their lives. In light of that, we have negotiated with our endorsed program providers to offer members several benefits free of charge.

Premium Calm Service – All in-service and retiree members receive unlimited access to the full Calm library of sleep, meditation, and relaxation content. The popular Calm app includes specialized playlists dealing with stress and focus, mindful movement video and audio, nature scenes and sounds, children's content, and more. Members can add up to five dependents (age 16 or older) to receive their own premium Calm subscription. Note: You will need your NYSUT ID number (which can be found at nysut.org/memberid) to create your Calm account.

Peer Support Line – Life can throw lots of curveballs at us, and sometimes we don't readily know where to turn for help. The Peer Support Line is a confidential helpline that is available to all NYSUT members and their loved ones for answers, resources, and support when it's needed most. Chat, email, or call toll-free 844-444-0152 to connect with a peer today.

AD&D Insurance & Travel Assistance Services – All in-service and retiree members are automatically provided with a \$5,000 accidental death & dismemberment insurance benefit, along with free travel assistance services.

New Member Life Insurance – All new NYSUT members are eligible to receive a free term life insurance policy providing coverage for up to \$25,000 for one year, guaranteed renewable at the end of the year.

September/October 2025

Sample Member Benefits Ad 8.5"x11"

you can place this ad to any of the first 3 pages or...



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nysut
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September/October 2025

WILL PRINT ON NEWSLETTERS UNTIL END OF 2025 YEAR.

continued from above...

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nysut
Working to Benefit You

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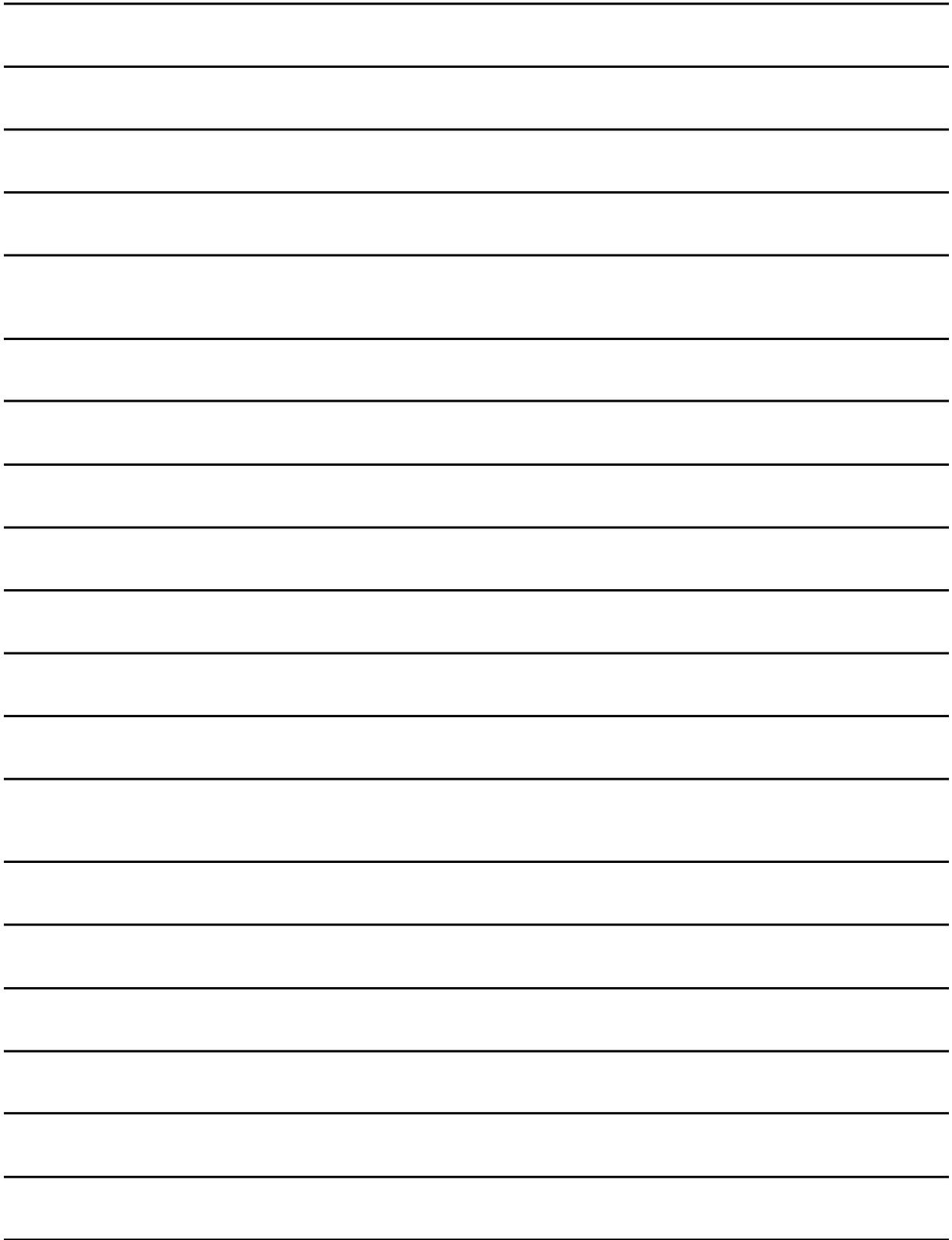
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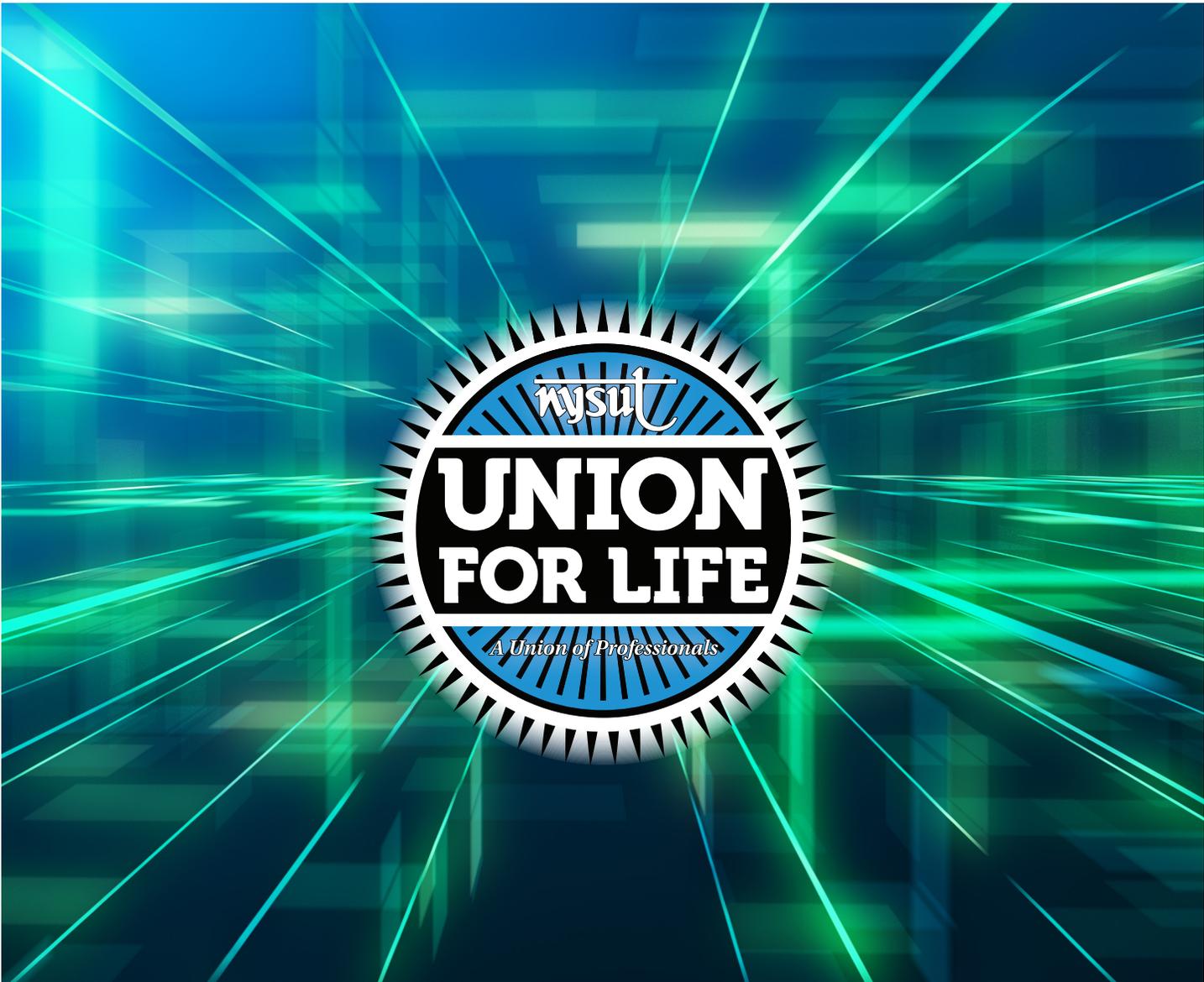
September/October 2025

Sample Member Benefits Ad split on 9"x12" mailer page

... or add to the page 4 mailer, which the NYSUT Printshop will place.

- To have the Member Benefits ad placed on page 4 of your newsletter, simply request which ad you would like in your email to the Retiree Service Consultant when submitting your newsletter. The printshop will use the current ad if one is not specified.
- Feel free to place Member Benefits ad on any page you like. It must be the full page ad or split on the mailer section of the newsletter.
- To request an electronic copy of the NYSUT Member Benefits ads, you may contact **Jessica Kellert in Member Benefits at 1-800-342-9810 or Jessica.Kellert@nysut.org.**





NYSUT Retiree Services
(518)213-6000
(800) 342-9810
retireeprintrequests@nysut.org

 Retirees	Experienced	
	Resourceful	
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