

Copyfitting “cheap tricks”

Newsletters and other text-intensive direct mail pieces are often an exercise in fitting a certain amount of text in a fixed amount of space. If you cannot edit the text to fit the available space, try one of the following tricks to make your stories shorter or longer.

- *Type size and leading.* Changing your body copy size from 12 point to 11.9 point, or your leading (vertical space between lines) from 14 point to 13.9 points might be enough to make the story fit. PageMaker allows you make adjustments as small as .1 point to type size and leading. QuarkXPress lets you adjust type size and leading in units as fine as .001 point.

- *Tracking* is the horizontal space between a range of type characters. A tiny adjustment in this area may, over the course of a long story, make the text several lines longer or shorter.
- *Type width.* Both PageMaker and QuarkXPress allow you to condense or expand type characters. Try condensing type to 99% to shorten long stories.
- *Justification.* If your columns of type are “ragged right”, try “justifying” the type instead. Stories that are justified (flush left and flush right) are usually shorter than ragged right stories.

Most of the settings mentioned above can be found in the *Type* menu in PageMaker and the *Style* menu in QuarkXPress. Be careful of how the changes you make affect the readability of the text as well as the overall design of your publication.

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