**Digital Communications I Unit 5 Publications**



Across

1. type that tells the reader that a story is continued from another page

3. the credit line for the author of an article

4. a vertical section of text

7. large type running above or beside a story to summarize its content; also called a head, for short

8. the practice of placing an image or color so that it extends to the edge of the page

9. ready-made pieces of printed or computerized graphic art

11. the area on a sheet of stationery where the name, address and other information is printed

12. the section on a newsletter that contains the publication name, date, volume number and logo; generally located at the top of the opening page

13. a small publication (3 1/2 x 2 inches) containing information such as name, title, business, address, etc.

14. often located on the first inside page or the editorial page of a publication; contains information such as publisher, staff and contact information

15. a booklet or pamphlet that contains descriptive information or advertising

Down

2. a small amount of text taken from an article that is enlarged and often set off with rules, white space and quotation marks

5. a printed report or letter containing news of interest to a particular group

6. the interior space between margins of two facing pages; sometimes used to describe the space between columns

9. restates the original headline to simplify the process of finding an article that has been continued from a previous page

10. an extension for Adobe Acrobat reader files (Portable Document Format)

*16 of 16 words were placed into the puzzle.*

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Bleed, Brochure, Business card, Byline, Clip art, Column, Continuation line, Gutter, Headline, Jumpline, Letterhead, Masthead, Nameplate, Newsletter, PDF, Pull quote