



CARTOONS BY LANDERS

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CARTOONS FOR NEWSLETTERS

Cartoons by Landers is pleased to offer you an excellent service to enhance your company or club newsletter by use of funny gag and strip cartoons.

As you will see from this sample sheet there are many ways that my cartoons can be used to great effect. Depending upon your application, here are some of the ways newsletter editors have used *Landers* cartoons.

- **Focus on (Staff) Member**

People with unusual hobbies or amazing stories to tell, make great newsletter reading and a cartoon can be a perfect compliment to a light story. My cartoons have proved very popular in this area with people wishing to obtain the original cartoon after publication.





- **Announcement of Upcoming Event**

I have produced cartoons for Fun-Days and similar events adding a humorous comment in promoting a fun event.

- **Introduction to News Story/New Product/Innovation**

There is humour in every subject area. Leave it to me to find the gag. All cartoons are treated with the correct sensitivity according to the nature of the story. You're the editor and you'll be my guide on this.



- **Competition items**

Spot the difference. Guess the Caption. Just 2 cartoon examples that can engage newsletter readers.



- **Topical News Story – affecting the company/club**

Similar to general news items, if the story of the day affects your readers, it can be portrayed in gag form.

- **Promoting Best Practice**
A serious issue can be covered with use of cartoon illustration without devaluing the message.



- **Announcement of recent achievement.**
Anniversary, Retirement, Promotion announcements can be accompanied by a cartoon likeness of the person in question

Frequently Asked Questions

How do I go about commissioning a cartoon?

- I will take from you for a brief instruction detailing:
 - Theme.
 - Any Caption/Message you wish to use.
 - Other supplementary information to be used within the cartoon.
- I then produce a rough sketch for you to:
 - Approve
 - Suggest changes/alterations
- Next, I will send you an updated sketch for your approval before moving onto the final artwork

How long does it take?

Next, normally I ask you to allow about 4/5 days for the whole process, from producing the first sketch for your approval through to the final artwork the final artwork.



How will I receive my final artwork?

Normally by means of high-res Uncompressed jpeg file sent to you by email.

Do I have to commit to a series of cartoons?

Not at all. I am happy to produce one-off cartoons. However, Be it Single Gag cartoons or 3 Panel Strip Cartoons.

However, please remember if you were looking to place a regular order, I can offer a discounted price on my cartoons.



Thanks for taking time to download this file

JOHN LANDERS CARTOONIST



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