

	4	3	2	1	0
<b>Front Panel</b>	Includes all elements including company name, logo, picture, slogan and proper spacing	One of these elements is missing or has errors	Two of the elements are missing or has errors	Three elements are missing or has errors	More than 3 elements are missing or has errors
<b>Back Panel</b>	Includes contact information, directions or appropriate article with proper spacing	Lacks 1 element of contact information or appropriate spacing	Lacks 2 elements of contact information or appropriate spacing	Lacks 3 elements or appropriate spacing	More than 3 elements are missing
<b>Articles</b> 12	Contains at least 3 articles which are realistic, well written and include a history and a description of the product/service	Contains at least 3 articles but has flaws in writing or are not realistic. Includes a history and a description of product and service	Contains at least 3 articles but they are poorly written or not realistic. Includes a history and a description of product and service	Contains only 2 major articles	Contains only 0-1 articles
<b>Graphics</b> 8	Graphics included on each panel, wrapped, only photos used, appropriate spacing used and picture captions.	Only photos are used and one of these elements is missing or in error	Only photos are used and two of these elements are missing or in error	Three elements are missing or in error	More than 3 elements are missing or in error
<b>Logo</b>	Logo is original, relevant to the company and creative	One of the elements is missing	Two of the elements are missing	Three of the elements are missing	There is no logo
<b>Layout</b> 12	Columns are balanced, proper spacing is used, text and objects are aligned and layout is clean and easy to read.	One of the criteria is missing or inadequate	Two of the criteria are missing or inadequate	Three of the criteria are missing or inadequate	More than three of the criteria are missing or inadequate
<b>Miscellaneous Items</b> 12	There are no other errors in the newsletter	There are 1-2 errors in the newsletter	There are 3-4 errors in the newsletter	There are 5-6 errors in the newsletter	There more than 6 errors in the newsletter
<b>Score</b>					