

A SHOWER OF SAVINGS

E-Mail Marketing Newsletter

Starting Thursday, March 31st, just in time for Easter Promotion, a **"DEALS TO SPRING FOR"**

email will go out each week to a group of potential customers who opt-in to receive coupons and special offers. Only 10 ad spaces available each Thursday.

MARCH 31ST - APRIL 21ST

Email Marketing is one of the best online marketing tools:

✓ **Faster** ✓ **Better** ✓ **Cheaper**
than Direct Mail

AVERAGE RESPONSE TIME: EMAIL 2 DAYS DIRECT MAIL 3-6 WEEKS

AVERAGE RESPONSE RATE: EMAIL 3%-10% DIRECT MAIL 1%-2%

AVERAGE COST PER UNIT: EMAIL \$.01 DIRECT MAIL \$1.25

Source: Direct Marketing Association

SAMPLE LAYOUT

Name of Business

Photo	Business information and description
-------	--------------------------------------

Name of Business

Photo	Business information and description
-------	--------------------------------------

Name of Business

Photo	Business information and description
-------	--------------------------------------

Reserve Your Space Today!

1 - 2 Ads: \$40 each 3 Ads: \$32 each

Run Your Ad All 4 Times & SAVE!

Opt-in newsletters feel personal because they arrive in users' inboxes and users have an ongoing relationship with advertisers.

globegazette.com

For more information, contact your local advertising consultant 641.421.0546