



E-NEWSLETTER DESIGN & MANAGEMENT SERVICES

E-Newsletters are a great tool to create customer loyalty, to identify you as an expert in your field, and to create repeat customers that can take your business to a whole new level. You do not need to have a large subscriber list to benefit from increased sales and communication using an e-newsletter program for your business.

TEQ Media can provide graphic professional e-newsletter development and make your email communications stand out.



WHAT ARE THE BENEFITS OF HTML E-NEWSLETTERS?

- Increase the effectiveness of your marketing
- Strengthen existing customer relations
- Target new customer prospects
- Offer coupons and incentives
- Create an open line of communication with your customers
- Present yourself as an industry expert
- Drive traffic to your web site
- Eliminate print, mail house and postage costs
- Measure the effectiveness of your marketing efforts
- Keep in touch and BUILD stronger relationships with your group/list

WHAT WE PROVIDE:

- **Custom Designed Email Newsletters:**
Leave a lasting impression with a custom newsletter templates that reflect your company's unique style and brand. ***This is important because a consistent image, even in HTML email shows you are serious about your business.***
- **Personalization:**
You can personalize all messages with person's name, email and more.
- **Email List Building:**
We provide you with a customizable "Join our mailing list" signup tag for your web site.
- **Import/Export:**
Easily import your existing permission-based email lists. View and export of all your email lists.
- **Subscriber Management:**
Every email includes a one-click Unsubscribe link assuring your subscribers that you have used a legitimate permission-based system.
- **Forward to a Friend:**
Watch your email list grow as your customers and visitors send your promotions, newsletters event invitations or coupons to their friends and associates.
- **Store Buttons and Links:**
Ads and links in your message let your subscribers purchase directly from your email in one click.
- **And More!**

WHAT ARE THE COSTS OF E-NEWSLETTER SERVICES?

Prices for e-newsletter services vary depending on 5 key factors:

1. **Management** – How often will your newsletter be sent? Will you have multiple customer lists to manage? Our management rates include conversion of your content into HTML format, updates and sending.
 - a. **Weekly / Bi-weekly** – \$50
 - b. **Monthly** – \$75
 - c. **Quarterly** - \$150
2. **Design** –We charge a one-time rate of \$250 per *custom design template to match your company image and website*. Once the template is designed, you may re-use the template for all of your mailings.
3. **Setup** – We charge a one-time setup fee of \$250 that covers installation of newsletter software on your web server, setup of database and customization of subscription messages. The setup fee also includes 1 (one) hour of conversion and importing of your current subscriber list (if available). \$75 per hour rate charged thereafter for list conversion/importing and Subscription boxes installed in the HTML code of your website.
4. **Copywriting** - Will you supply the content for your newsletter or do you need content written? If you need custom content written, our copy writing services are \$75 per hour.
5. **E-Newsletter Management Software OR Subscription Service** – Newsletter management software is necessary in order to send newsletters, manage your subscriber database and more. There are two types of software/service solutions available, depending on your needs:
 - **Newsletter Software** – Newsletter software is installed on your web server. If you just need the ability to send personalized messages and perform basic management of your newsletter database, this is the recommended solution. Software prices start at a ONE TIME price (per domain) of \$57 to \$97.
 - **Software Subscription Service** - If you need more advanced features such as the ability to track demographics, campaign clicks, opens, link tracking reporting, manage multiple marketing campaigns, custom reports and more, then a newsletter subscription service is the best solution. Prices start at \$9.95 to \$49.95 *per month* for newsletter subscription service. (These rates are separate from our standard design and management rates.)

E-NEWSLETTER PRICING OUTLINE

Description of Product/Service	Pricing
Custom E-Newsletter Design We design a truly custom newsletter to match your company image and web site. Please see our Portfolio for examples.	\$250 per design template.
Setup Includes installation/configuration of newsletter software on your web server (OR setup of newsletter subscription service), setup of database, customization of Subscribe / unsubscribe messages and conversion/importing of your current subscriber list (if available) **, and subscription boxes installed in the HTML code of your website.	\$250 one-time setup fee ** Setup fee also includes 1 (one) hour of conversion and importing of current list. \$75 per hour rate charged thereafter.
E-Newsletter Content We research and create copy for your industry-specific e-newsletter to input into one of our designs. The design is purchased separately.	\$75 per hour copywriting fee.
Ongoing Usage Fees Ongoing Burst Email Fees will be .05 per email sent	Weekly/bi-weekly – .05/email or \$50 min. Monthly – .05/email or \$75/min. Quarterly (or less) – .05/email or \$150 min
E-Newsletter Management Software OR Software Subscription Service Depending on your needs, you can purchase either an e-newsletter management program that will be installed on your web server (one-time license fee per domain), or subscribe to an e-newsletter software subscription service.	\$57-\$97 flat rate for e-newsletter software. \$9.95 - \$49.95 per month for subscription service. ASK FOR DETAILS

GET STARTED WITH YOUR E-NEWSLETTER SERVICES!



720.333.3322



support@teqmedia.com



www.teqmedia.com