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Advertise. **Grow.**

# E-mail Marketing

naplesnews.com offers site visitors the opportunity to sign up for valuable offers and discounts from our online advertisers. Put your valuable offer or discount into the E-mail inbox of the consumers who have asked for offers like yours. Be assured that we clean the list nightly which makes sure that your E-mail gets into the inbox of desktop and mobile E-mail users, rather than spam or junk folders!

## About E-mail Marketing

- 45,139 visitors have asked for offers and discounts from our advertisers
- We send only one advertiser offer or discount per day
- HTML creative reaches desktop E-mail users
- Text files reach mobile E-mail users
- Reports include data about deliverability, open, and click rates
- Advertisers only pay for E-mails delivered
- No charge for agency quality HTML design and text files
- Integrate with your Facebook page or Twitter feed
- Advertisers can link to a Web site or an applicable landing page

## Our Products

**E-savers** – One advertiser with one offer sent one time.

**Managed Sends** – E-mail offers or E-newsletters sent to the advertiser's E-mail list.

**Series Sends** – One advertiser with one offer sent to the same list several times in a period.

**Multi Sends** – Several advertisers sharing one e-mail, each with an offer tied to a theme.

**Newsletters** – Ad space on an existing newsletter, typically created by editorial.

## Offer/Discount Categories

- Automotive
- Boating
- Cooking/Dining
- Entertainment
- Family
- Female Interests
- Gardening
- Golf
- Home Decorating/Improvement
- Male Interests
- Music
- Outdoor Activities
- Pets
- Shopping
- Sports
- Travel

## Target Your Audience by

- Age
- City
- Gender
- State
- Zip code
- Household income
- User interests



▲ Example of E-saver E-mail.

For more information, contact your  
naplesnews.com representative today.  
239.263.4730



**Naples Daily News**  
naplesnews.com Read. Learn. Share.

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Advertise. **Grow.**

# managed e-mail sends

E-mail Marketing has been reported as the #1 method for retaining customers. Naplesnews.com helps local businesses reach out to their past and current customers to build loyalty and increase repeat business. Naplesnews.com does the work for you, helps gauge the effectiveness of retaining your customers, increases your response rates, and keeps you out of the spam and junk folders!

## How it works

### Advertisers:

- Provides list in Excel or CSV format
- Provides the content to put into the email

### Naplesnews.com:

- Designs your template
- Creates HTML and TXT files
- Programs the send with tracking codes
- Deploys the E-mail send
- Manages the responses
- Updates new subscribers, unsubscribers, and bounced emails
- Delivers the results in easy-to-read reports
- Complies with the Can Spam Act

### Details about your email:

- Displays as sent from your company
- Links to your website
- Makes no reference to Scripps
- Email addresses are not used for any purpose



## Choose E-mail if...

- You value customer retention
- You have special offers to provide to loyal customers
- You want your customers to think of you before they purchase again
- You want to collect more information on your customers
- You want to integrate your email and social media campaigns
- You have a viral/pass along offer or message
- You have birthday or anniversary offers

For more information, contact your  
naplesnews.com representative today.  
239.263.4730



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