

Easy as 1-2-3: Customizing Your Newsletter

Adding graphics and selling sponsorships

As a customer of **Our-Hometown**, your newspaper's website automatically includes a weekly e-mail newsletter. Your readers can sign up to be on your mailing list and our system will send them an e-mail every time a new issue is published on your website.

Readers can sign up for this service for free by clicking on the **"Get News Updates"** button at the top of your website. (Note: the sign-up box may appear in a different location depending on which of our layouts you are using.)

By default, the newsletter contains headlines, teasers, and small photos from the leading stories in each of your news categories. By clicking on the included links, readers will be taken to the full story on your website. (For papers on a subscription model, this means that readers will still have to log in to read the full story.)

On the right hand side of your newsletter, you can place up to 6 display ads from your weekly issue. We recommend offering advertisers the opportunity to upsell their display ads to "newsletter sponsor" status for an extra fee. Different sponsors can be designated each week. However, if no sponsors are designated, 6 ads will be pulled from your website at random to fill this area.

CUSTOMIZATION OPTIONS

Many parts of the newsletter can be customized to your liking upon request. Here are some popular options:

- **Add a logo to the top of your newsletter.** You can either use the same logo from your website or design one specific to your newsletter. When clicked, the logo can bring readers to your website.

- **Add a banner ad to the top of your newsletter.** This can either be a banner already running on your website or a banner specific to



Example newsletter email with logo and banner ad at top, and display ads flowing down the right side.

the newsletter. One could easily sell sponsorships for the newsletter on a weekly basis. Banners should be 468x60px and in GIF or JPEG only.

- Finally, **additional text or graphics** can be added at the top or bottom of your newsletter. These could be links to popular areas of your website, or simply something like a copyright notice or contact information.

To start using our newsletter system (which is a feature included in the price of your site), or to discuss customization options, please contact our Production Department:

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