

What do you get with the CMN Email Edition?

- ✓ An email newsletter solution that works with your chosen CMS
- ✓ Savings on sending thousands of emails per month
- ✓ 20% Revenue sharing from national advertisers
- ✓ An outlet for local advertiser promotions
- ✓ Deep analytics for who's receiving email, who's opening it and where they are clicking
- ✓ Best practices for increasing registration and increasing online web traffic
- ✓ Someone else to worry about the infrastructure of your email delivery system

Clients of College Media Network have over a 25% boost in web traffic due to the email edition

Why choose CMN Email Edition?

- ✉ No cost to send your email blasts (a \$900 per year savings)
- ✉ CMN is able to sell dynamic national banner ads into the newsletters in which your paper receives 20% of revenue
- ✉ Local ad position where your publication keeps 100% of the revenue
- ✉ The additional benefit to your organization is generating more traffic to the online edition
- ✉ College news email editions have a higher than average open rate which is an attractive outlet for advertisers
- ✉ CMN has an exclusive relationship with a vanguard technology provider to serve dynamic ads into emails
- ✉ Capturing email addresses builds the assets of your publication – a network of newsletters could help create new products your users could subscribe to in the future.

Sample Email Edition:


**CMN Ad Network
20% Revenue**

UNIVERSITY OF WISCONSIN - MADISON

The Daily Cardinal

COMPLETE CAMPUS
COVERAGE SINCE 1932

Tuesday, May 3, 2011



Faculty Senate backs Badger Partnership

After hours of deliberation, amendments and compromise, Faculty Senate members passed a motion stating they support the New Badger Partnership at their meeting Wednesday. The motion was a compromise between NBP supporters and skeptics. It said the senate would lobby for the NBP, but if the NBP is not included in legislation or it does not seem financially feasible after further consultation, they will use other means to achieve flexibility.

[Full Story](#)

Local Ad: 100% Revenue

Police Chief questions Mifflin after stabbings

Madison Police Chief Noble Wray expressed his gratitude to law enforcement workers working at the Mifflin Street Block Party in a press release Monday, while also commenting on the seriousness of several incidents that occurred during the festivities. [Full Story](#)

New ASM chair has new ideas for council

Newly elected Associated Students of Madison Chair Allie Gardner said she is optimistic about the future of ASM. Gardner, who estimated she has been involved with approximately 30 student groups on campus, said although she does not have as much direct involvement with ASM, her experience with groups will provide insight into how to lead student council. [Full Story](#)

UW professor helps "Sesame Street" initiative

UW-Madison Center for Financial Security associate and former consumer science professor Karen Holden recently worked on a project with the popular children's television show "Sesame Street." The project is part of the non-profit initiative Sesame Workshop, a 10-year, \$100 million program to prepare preschool-age children for educational and social success. [Full Story](#)

Sen. Carpenter proposes workers' rights amendment

In an attempt to combat Gov. Scott Walker's budget repair law, state Sen. Tim Carpenter, D-Milwaukee, introduced a constitutional amendment Monday to permanently protect the rights of public employees to collectively bargain. Carpenter said he wants collective bargaining rights to be protected by a constitutional amendment instead of a statute so these rights are not in flux every time a new administration is elected into office. [Full Story](#)

**CMN Ad Network
20% Revenue**

Contact Mike Schoelch for more information:
mschoelch@accessnetwork.com or 212-651-1728

Best Practices that Work:

✓ Be consistent with your sending frequency

Pick a schedule and time and, as often as you can, stick to that schedule. You should send a newsletter in the morning of each print issue's release.

✓ Build your list at every opportunity

For many publishers, your assets are your readers. Capture their information early and often (actively recruit new classes of freshmen, mine the alumni lists, and leverage your relationships with your school). Add a newsletter signup promo to every page on your website. At events, bring a paper sign-up form. Promote registration with a house ad in your print edition.

✓ Subject lines are critical

Readers have subscribed, so they want your content. Now you need to drive engagement. Your subject line needs to stop the reader from hitting delete without at least opening your email. Keep your subject lines short and make sure they correspond with your top story.

✓ Send breaking news alerts

Breaking News emails are known to get open rates upwards of 40%. Sending these and other emails featuring online exclusives (between publishing cycles) remind your readers that you are constantly publishing on the web. The expectation of fresh content will always draw loyal readers back.

25 Minutes of every mobile internet hour is spent in email

Results Newsletters Yield:

- ✉ Traffic Increase of 25%
- ✉ Open rates average around 15%
(outlier publications averaging over 30%)
- ✉ Click rates average around 7%
- ✉ 75% of clicks in the newsletter will be on the first story of the email edition
- ✉ With promotion, subscriber lists can reach over 30,000 users

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Sample Revenue Projections:

Paper A: Large Daily

- 👤 20,000 newsletter subscribers
- 📊 15% open rate on emails
- ✉ 40 sends per month

Projected Revenue from CMN:

💰 \$180-\$400 per month

(Based on conservative estimates for CMN's direct sales efforts)

Paper B: Mid-size Weekly

- 👤 5,000 newsletter subscribers
- 📊 15% open rate on emails
- ✉ 20 sends per month

Projected Revenue from CMN:

💰 \$25-\$50 per month

(Based on conservative estimates for CMN's direct sales efforts)