# College Media Network™



No setup fee. No maintenance fee\*

## 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

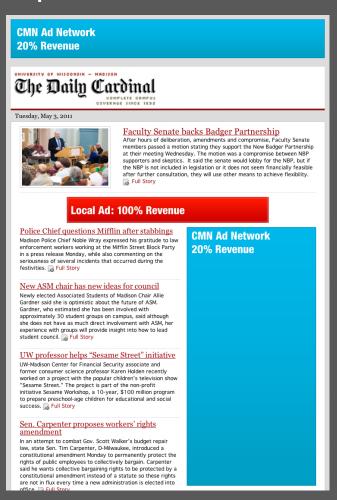
Clients of College Media Network have over a 25% boost in web traffic due to the email edition

#### Why choose CMN Email Edition?

- Mo 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.

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

### **Sample Email Edition:**



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## **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:**

- 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)