



**E-mail newsletter solution
rate card**

One of the most important tasks for a business is to maintain contact with its customers and subscribers.

An e-mail newsletter software program with a qualified audience is a very important marketing asset from which to drive sales, generate new leads and measure customer loyalty and satisfaction.

Our e-mail newsletter solution, with its intuitive user interface, makes it easy for anyone to create HTML marketing messages from templates or even produce creative, custom built marketing campaigns from scratch. Every e-mail newsletter account comes with a full set of features to simplify the way you communicate with your customers and produces real-time reports on all user responses and activities.

**** NO COST INVOLVED TO SET UP YOUR ACCOUNT!**

Two options are available:

1. **Email Volume Fee:** pay a minimum monthly software license fee of R60, or a sliding rate based on volume of e-mails per campaign if more than R60.
2. **Subscriber Volume Fee:** Fixed cost per month (based on amount of subscribers)

EMAIL VOLUME FEE

Email Credits	Cost per Credit/Email
1 – 2 500	17c
2 501 – 5 000	16c
5 000 – 10 000	15c
10 001 – 25 000	13c
25 001 – 50 000	11c
50 001 – 75 000	9c
75 001 – 100 000	8c
100 001 – 250 000	7c
250 001 +	6c

- Ideal for businesses with a low frequency of newsletters or campaign sends
- Variable cost per month based on amount of email sends
- Payable monthly in arrears
- Unlimited subscribers
- Pay only for sends (if less than R60, the minimum monthly fee of R60 will apply)

SUBSCRIBER VOLUME FEE

Email Subscribers	Monthly Cost
0 – 500	R172.50
501 – 1 000	R287.50
1 001 – 2 500	R575.00
2 501 – 5 000	R862.50
5 001 – 10 000	R1 437.50
10 001 – 25 000	R2 875.00
25 001 – 50 000	R5 175.00
50 001 – 75 000	R7 762.50
75 001 – 100 000	R9 200.00
100 000 +	POA

- Ideal for businesses with a high frequency of newsletters or campaign sends
- Payable monthly in arrears
- Calculated on peak monthly subscribers
- Fixed cost per month based on amount of email subscribers
- Unlimited campaigns per month
- Pay only for subscribers
- Subject to a minimum 1-year contract

SERVICES

Description	Comments	Cost
Template & Stationary	Stationary design (banner & footer) & upload	R1 000
	Custom template design & HTML conversion	R1 435
Edits (only when required)	Single update to existing Template	R250
	Updates & Edits (Per Hour)	R500