

# Williams on Wine

Email Newsletter

# NEWS & RECORD

i n t e r a c t i v e

www.news-record.com | Greensboro, NC

Reach enthusiasts with this comprehensive guide and all things wine from Ed Williams, News and Record wine columnist



## ▶ Newsletter features

- Wining and dining calendars
- Reviews
- Recommendations
- Wine trivia
- Link to Ed's column on News-Record.com

▶ Mailed every other Tuesday

▶ No Spam...opt in easily, easy one-click unsubscribe

▶ Campaign reports available

# REACH

EMAIL MARKETING CURRENTLY GENERATES A WELL ABOVE AVERAGE RETURN ON INVESTMENT

55% OF ONLINE MARKETERS REPORT THAT THEY EXPECT THE ROI FROM EMAIL MARKETING TO BE HIGHER THAN ANY OTHER CHANNEL

80% OF ONLINE MARKETERS VIEW EMAIL AS THE STRONGEST PERFORMING MEDIA BUY

MORE THAN 80% OF MARKETERS SEND TARGETED EMAIL CAMPAIGNS

SOURCE: EMARKETER, DIRECT MARKETING ASSOCIATION

1	Leaderboard (600x48)	\$150.00
2	Big Box (300x250)	\$150.00
3	Sponsored Links	\$25.00

per mo.

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