

Ezines Mean BusinessSM

2012 Packages & Information

The Silver Package

Once a month delivery includes:

- Fireworks Graphic Updates
- Dreamweaver Template Updates
- Personal Note Editing
- Feature Article Editing
- Other Section Updates & Editing
- Image Uploads
- FTP Server Test
- Draft Ezone URL Submitted to Client for Approval
- HTML Code Transition & Set Up in Email Marketing Program
- Format Plain Text Email Using Formatit for Unsupported HTML Device Readability
- Final Proofreading & Verification of Web, Email & Image URLs
- Test & Schedule Delivery in Email Marketing Program

Only \$129/month

The Gold Package

Twice a month delivery includes:

- Fireworks Graphic Updates
- Dreamweaver Template Updates
- Personal Note Editing
- Feature Article Editing
- Other Section Updates & Editing
- Image Uploads
- FTP Server Test
- Draft Ezone URL Submitted to Client for Approval
- HTML Code Transition & Set Up in Email Marketing Program
- Final Check of Web, Email & Image URLs
- Format Plain Text Email Using Formatit for Unsupported HTML Device Readability
- Final Proofreading & Verification of Web, Email & Image URLs
- Test & Schedule Delivery in Email Marketing Program

Only \$249/month

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2011 Packages & Information (Cont'd)

The Platinum Package

Once a week delivery includes:

- Fireworks Graphic Updates
- Dreamweaver Template Updates
- Personal Note Editing
- Feature Article Editing
- Other Section Updates & Editing
- Image Uploads
- FTP Server Test
- Draft Ezine URL Submitted to Client for Approval
- HTML Code Transition & Set Up in Email Marketing Program
- Final Check of Web, Email & Image URLs
- Format Plain Text Email Using Formatit for Unsupported HTML Device Readability
- Final Proofreading & Verification of Web, Email & Image URLs
- Test & Schedule Delivery in Email Marketing Program

BEST DEAL! Only \$439/month

How Do We Begin?

Initial set up fee of your ezine is \$249. This includes:

- 30-Minute Brainstorming Session
- Delivery Schedule
- Template Creation

Prior to our Brainstorming Session, you will receive the following:

- An appointment confirmation email with the time we've agreed upon for our Brainstorming Session.
- Planning spreadsheet with Ezine Schedule Template, Ezine Worksheet & Potential Sections/Images. This gives you the opportunity to map out the details of your ezine before our Brainstorming Session so we're prepared to have a productive discussion.
- A contract for you to sign that outlines your agreement with Ezines Mean BusinessSM.
- A PayPal invoice payable in the amount of the initial set up fee, as well as the amount of the package you've chosen.

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Outside Fees

Email Marketing Program Fees:

Depending on the email marketing service you choose, along with the number of subscribers you have, there may be additional fees associated with your ezine delivery that are billed to you separately. This is something that is discussed in our brainstorming session.

Email Marketing Service Recommendations:

- Aweber: \$19.00/month start up package
- Constant Contact: \$15.00/month start up package
- iContact: \$9.95/month start up package
- MailChimp: FREE start up package

Image Fees:

Relevant images bring life to your publication. If you'd like to have more of an impact on your audience, consider purchasing photos from a reputable company that can be added to each issue of your ezine.

Image Recommendations:

- www.bigstockphoto.com
- www.istockphoto.com
- www.shutterstock.com
- www.freedigitalphotos.net

Additional Services

Besides ezine design, content editing and delivery, Ezines Mean BusinessSM is proud to offer additional services that support your email marketing efforts. Please contact us for details and pricing.

- Ezine Redesign
- Subscribe Code for Website
- Autoresponder Content Creation & Set Up
- Article Ghostwriting
- Sales Copywriting
- Landing Page Set Up
- List Building Consulting

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Contact Information

Feel free to contact us with any questions or concerns:

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