

Newsletter Template

What do I put in my ezine?

Sample Ezine Information and Basic Layout

```
*****  
Ezine Title  
*****  
Issue Number and Date  
Your name and title  
Your url and email  
Copyright 2001, AllRightsReserved  
*****  
Top Sponsor Ad  
*****
```

The ad would go here.

```
*****  
Privacy Policy  
*****
```

ATTENTION: You are receiving this newsletter because you subscribed to it. If you would like to be removed from this mailing list, please see the instructions at the end of this newsletter. Our subscriber list is not made available to other companies or individuals. We value every subscriber and respect your privacy.

```
*****  
In This Issue  
*****
```

- ⇒ Editorial
 - ==> Article
 - ==> Ad Swaps
 - ==> Free Resources
 - ==> Article
 - ==> Tips and Ideas
 - ==> Contact Information
 - ==> Subscription Management

```
*****  
Editorial  
*****
```

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Here is where you welcome your subscribers, keep your readers updated on your site and other general information and current events.

Article

There are several sites and email lists where you can obtain good articles for your ezine, or you can write your own articles that are relevant to your web site theme.

Feature Ad

You want to have a couple feature ad spots within the body of your ezine. These you can charge for when you have sufficiently built your subscriber base.

Ad Swap

You may want to have a section for ad swaps.

FREE Resources

Here is the fun part. Search the web, keep your eyes and ears open for all kinds of interesting resources you can share with your readers.

Feature Ad

You want to keep the feature ad towards the top of the ezine where your advertiser would get more benefit.

Article

A second article would go here. Of course, you do not have to have two articles, it is up to you.

Tips and Ideas

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Here you could have tips and ideas you have discovered, tips from your readers or just things you find on your travels across the web.

Contact Information

Here you would have your name, address, phone number, email, url and any other way your customers could contact you.

Subscription Management

Have your subscribe and unsubscribe address here

Of course, you can change the topics, eliminate or add articles or ads, but you should always have at least one article that is relevant to your web site theme. This is why people signed up for your newsletter to begin with!

Publishing Schedule

When you decide that you will publish a newsletter, you will need to know what articles to write every week/month. This chart will help you make those decisions ahead of time, so that when you sit down to write your newsletter, you already know your topic!

Monthly Publishing Schedule

Month	Topic
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Bi-Weekly Publishing Schedule

Month	Topic
January	
January	
February	
February	
March	
March	
April	
April	
May	
May	
June	
June	
July	
July	
August	
August	
September	
September	
October	
October	
November	
November	
December	
December	

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