

eMarketer estimates that
147 million people
 across the country use e-mail, almost
 every day. **183 billion e-mails** are sent
 daily. More than **2 million e-mails** are
 sent **every second.**



e-deals

- Opt-in – Website visitors must select the option to receive mailings, it is not checked by default
- Subscribers are your registered users
- These offers can include PR information, but must contain an offer, deal or promotion for your subscribers
- Can be sent up to once a week – to maximize results for advertisers without affecting the user experience

Detailed metrics are available to give advertisers reports of their results including:

- 1. CLICKS** (Tracked by URL)
- 2. DELIVERED**
- 3. OPENS**

NEWSPAPER	LOCATION	SITE	LIST	FLAT RATE
The Gadsden Times	Gadsden, AL	GT	8,271	\$165
Gainesville Sun	Gainesville, FL	GS	10,996	\$220
Times News	Hendersonville, NC	HT	204	\$5
The Courier	Houma, LA	HC	10,732	\$215
The Ledger	Lakeland, FL	LL	1,394	\$30
The Dispatch	Lexington, NC	LD	8,045	\$165
Star-Banner	Ocala, FL	OS	604	\$12
Press Democrat	Santa Rosa, CA	SR	162	\$5
HeraldTribune	Sarasota, FL	SH	1,756	\$35
Herald Journal	Spartanburg, SC	SJ	20,004	\$400
Daily Comet	Thibodaux, LA	DC	6,134	\$125
TuscaloosaNews	Tuscaloosa, AL	TL	25,704	\$515
StarNews	Wilmington, NC	WM	23,503	\$470
NewsChief	Winter Haven, FL	WN	27	—
GROUP			117,536	2,362

Sources: Datran Media, Direct Marketing Association Power of Direct report October 2006, E-mail statistics presented by Jupiter Research vice president David Daniels, at the E-mail Insider Summit in Park City, Utah, Dec. 2007

REGION	LIST	FLAT RATE
Alabama	33,975	\$680
Florida	14,777	\$300
Carolinas	51,756	\$1,035
Louisiana	16,866	\$340



2011

For more information, contact your StarNews Media business consultant or Angela Roberts at 343.2020