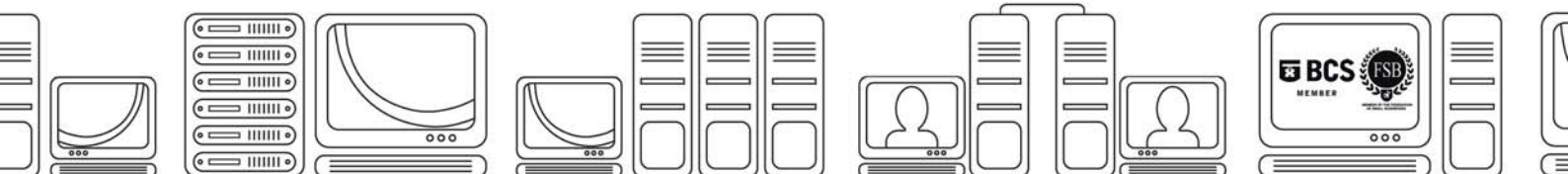


E-mail Newsletter Service : Features and Price Guide

Features:

- Open/View Tracking tells you how many users opened your email message. This provides a minimum statistic, as many email clients with privacy or security policies block images (gmail, thunderbird, and others).
- Click Tracking tracks links and URLs. Statistics can be viewed by message, URL or subscriber.
- Multiple Subscribe Pages allow you to choose many different combinations of templates, languages, user attributes and lists.
- Templates are completely customizable, and make site integration a breeze.
- Multiple Templates on different subscribe pages can integrate the newsletter software with several different web sites.
- Subscriber Attributes like 'name', 'country', and other personal information, are completely customizable. You can specify what information you need to get from users when they subscribe.
- User Specific Content. You can use Subscriber Attributes in message content to make each and every email message personalized with the subscribers name, country, or any other attribute.
- HTML email messages. Subscribers can be given the choice between text or html email messages. You decide whether subscribers can choose, what the default choice is, and what format a message is sent in: text only, html only, or both!
- Multiple List Administrators. The super-admin can assign lists to List Managers, who can manage their users and lists. The super-admin user can 'prepare' messages that can be sent by list managers to their lists.
- Subscriber Preferences. Every email message contains personalized URLs for subscribers to update their preferences or unsubscribe. Subscribers can update their own information and keep your database up to date. Unlike most other mailing list managers, in the newsletter software subscribers can change their email address.
- The User Management tools are excellent to manage and maintain large databases of subscribers.
- Bounce Processing keeps your database clean of unused and non-existent email addresses.
- Advanced Bounce handling let's you teach the newsletter software to distinguish between permanent and temporary message-delivery errors. You can define automated actions on receipt of bounce messages according to matches with your regular expressions.
- CSV Import and Export. Use CSV (Comma-separated values) and tab delimited files to import your existing list of users or to export the users on the phplist system for use in your in-house database. The database has a 'foreign key' to help keep multiple copies of databases synchronized without duplicating users.



E-mail Newsletter Service : Features and Price Guide

Prices:

- Customised set up for server with mailing list software - **£350 ex VAT initial cost**
- Hosting - **£60 ex VAT per annum**
- Html template design, build, testing - **£180 ex VAT per template**
- Email set up, there are 2 options available, let us know which you would prefer:
 - Option 1 - the letter can be set up through an independent admin system which we can give you training on Administrative training - **£70 ex VAT**
 - Option 2 - you can send content across which we can populate a letter with there will be a charge for the set up each time, but this can be done quickly and usually takes from 15 mins to half an hour depending on the complexity of the content. ***call for more details**
- Sending of emails on a weekly basis (or less frequently) - **free!**

