

CrystalNetworks Email Marketing

The CrystalNetworks email newsletter service offers affordable monthly packages that enable you to determine your level of participation while building and maintaining customer relations and staying in touch with potential customers.

Silver Starter Package

- CrystalVision sets up your account
- You create your template
- You import and manage subscriber lists
- You manage your campaigns
- CrystalVision is available on a per request basis for assistance

Fees:

- One time set-up fee of \$50
- Monthly fee is based on the number of subscribers in your mailing list (see pricing grid).

Gold Managed Package

- CrystalVision sets up your account
- CrystalVision will create a template incorporating your logo, header image and color scheme. We will work through additional revisions as needed with the total design time not to exceed 2 hours. Further modifications can be provided at an additional fee.
- CrystalVision will import and configure your existing mailing list. Your list must be imported into the file format provided by CrystalVision. Other formats are acceptable, but the time it takes us to re-format your list will be billed at an additional fee.
- CrystalVision will create an email sign-up link on your web site
- You take over the management of your campaigns

Fees:

- One time set-up fee of \$599 (includes 1 hour of training)
- Additional training time, design time and/or set up time due to the use of non-standard subscriber list formats will be billed on an hourly basis at our normal creative development rate of \$80 per hour.
- Monthly fee is based on the number of subscribers in your mailing list (see pricing grid).

Platinum Executive Package

Includes all the features of the Gold Package plus:

- CrystalVision will send out your newsletter on a regular basis (all content must be provided in Word or Text format, images must be provided as jpg files)

Fees:

- One time set-up fee of \$499
- Additional design time and/or set up time due to the use of non-standard subscriber list formats will be billed on an hourly basis at our normal creative development rate of \$80 per hour.
- Single page (when printed) announcement or special offer is \$175 per mailing
- 2-5 page (when printed) newsletter is \$300 per mailing (limit 3 mailings per month)
- Monthly fee is based on the number of subscribers in your mailing list (see pricing grid).

CrystalNetworks Email Marketing *(continued)*

Special Packages: Custom Newsletter Services

- Copywriting services
- Archive email newsletter on website
- Image research and acquisition and/or Professional photography services
- Newsletters containing more than 5 printed pages
- Newsletters sent more than 3 times per month
- Development of more than one template design
- Customized newsletter template design
- Up to 5 customized autoresponder messages for new subscribers

Fees:

- Fees are based on your specified details and requirements, contact CrystalVision for a quote.

Program Details

- Subscriber email lists must be submitted in the file format provided by CrystalVision. Other formats are acceptable and will be billed at an additional fee per hour of time spent converting your list.
- Newsletter content must be provided in Word or .txt format.
- Newsletter images must be provided with content in .jpg format.
- If required, a company logo can be developed for you at the rate of \$80 per hour.
- Monthly pricing is based on your total number of subscribers, not number of newsletters.
- CrystalVision will require access to your web site to create the email "sign-up" function.
- An email announcement or special consists of one printed page.
- A two to five page email newsletter consists of 2 to 5 printed pages.

MONTHLY DISTRIBUTION RATES

Your Email List Size	Monthly Distribution Rate
0 - 500	\$15
501 - 2,500	\$30
2,501 - 5,000	\$50
5,001 - 10,000	\$75
10,001 - 25,000	\$150
25,001+	Call for pricing