

There's a saying in marketing circles about newsletters:

1st issue...

**"Published on-time;
filled with engaging content."**

2nd issue...

**"Published a little late
and a bit thin on content."**

3rd issue...

**"Uh, newsletter...*what*
newsletter?"**



Introducing NewsWerkssm

If your corporate newsletter is having trouble getting off the ground, or you're looking for a cost-effective alternative to printed newsletters, Communiqué Marketing Solutions has the answer – *NewsWerks*.

What is NewsWerks?

NewsWerks is a complete e-newsletter design service combined with a state-of-the-art publishing platform. The result: an end-to-end solution for planning, creating, distributing, managing and analyzing your corporate newsletter.

Newsletters...who reads newsletters?

Your NewsWerks package enables you to see the email address of everybody on your list who opens your e-newsletter. If you provide targeted information that your audience finds valuable, your subscriber list will grow because readers will forward your e-newsletter to colleagues at all levels within the organization. A Forbes.com survey of 19,000 C-level executives (May 2003) found that 37% read business/financial newsletters *every day*.

Is NewsWerks cost-effective?

Yes, a NewsWerks' e-newsletters can be produced at far less cost than conventional printed newsletters. With no postage, fulfillment costs or wasted time and hassle of press-checks, the electronic newsletter is a smart way to broadcast your company's news.

How does NewsWerks...work?

You decide what services best fit your communication needs. Since you only pay for those services you use, it's a cost-effective way to improve your newsletter publishing processes today while planning for tomorrow.

Is NewsWerks right for my company?

NewsWerks is designed for small and medium size business-to-business firms with limited marketing resources. NewsWerks is great for both internal and external newsletters.

How affordable is NewsWerks?

NewsWerks offers the highest professional quality email newsletters at a reasonable price – typically far below what a marketing or public relation agency would charge.

NewsWerks offers two newsletter packages:

Production, Design and Delivery Services

NewsWerks receives your content, provides light editing, and performs the design and layout. The finished HTML document is distributed as a regular email newsletter to your list of recipients.

Full-Service

NewsWerks oversees the entire e-newsletter process. It develops content through interviews with key company personnel and writes original articles or essays. NewsWerks also obtains the rights to publish quality content from knowledgeable, third-party sources. Upon your approval, the finished, designed HTML document is distributed as a regular email newsletter to your list of recipients.

Is NewsWerks budget-friendly?

Absolutely. As customer, you maintain control over your newsletter budget. NewsWerks' editorial and thematic planning will help keep your newsletter budget in line. One-time costs are incurred up front for planning, design and layout. Since you only incur these charges initially, you will realize additional savings in subsequent newsletter issues.



An advanced e-newsletter solution

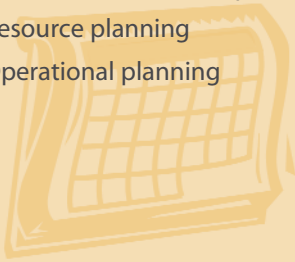
NewsWerks helps you stay in the minds of your clients and stakeholders with current, relevant and engaging news. What's more, NewsWerks ensures that your newsletters are delivered on-time and on-budget.

Whether you're seeking production and design services or a complete out-of-the-box solution, NewsWerks has the right mix of services for *your* company's communication needs.



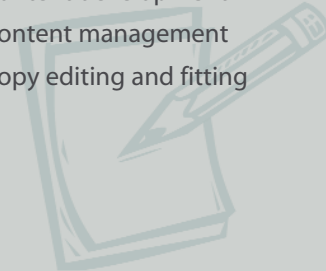
Newsletter planning

- Editorial and thematic planning
- Resource planning
- Operational planning



Content creation & editing

- Content development
- Content management
- Copy editing and fitting



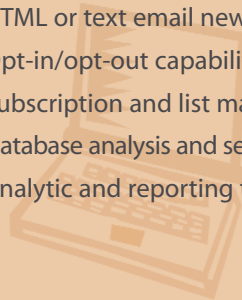
Design & production

- Masthead design
- Newsletter layout design
- Graphic and information design



Newsletter delivery & analysis

- HTML or text email newsletter
- Opt-in/opt-out capability
- Subscription and list management
- Database analysis and segmentation
- Analytic and reporting tools



Benefits

Here are some compelling reasons NewsWerks is the right choice for your company newsletter:

Provides comprehensive, outsourced solution

- Reduces overburdened company resources
- Eliminates printing, postage and mailing costs
- Ensures regular, on-time newsletter delivery

Improves marketing Return On Investment

- Helps you to stay in the minds of your clients, prospects and stakeholders
- Enhances corporate image and brand recognition
- Promotes customer loyalty and retention

Delivers superior capabilities over printed newsletter

- Web-based, scalable design with reports accessible from any computer
- Track reader feedback and click-thru's
- Online newsletter sign-up and subscription activation
- Integrated opt-in/opt-out (double opt-in available)
- Multiple email list management
- Dynamic content delivery based on customer profile

To learn more about NewsWerks and to receive a no-obligation quote, contact Communiqué Marketing Solutions today.

Communiqué

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