

## Email Alerts

## OVERVIEW

### Our Email Alerts Are as Powerful as Ever . . .

Many savvy marketers know that email marketing is the most powerful way to reach online users.

Direct Marketing News reports that a recent study found that 75.8% of marketers are using more promotional emails to market their business than they were just three years prior. And Forrester Research predicts that “email marketing spending will balloon to \$2 billion in 2014 with retention email, services, and ad-sponsored acquisition newsletters all representing bright spots.”

Marketers are able to tap into Newsmax’s powerful audience by advertising in sponsored news email alerts, as well as via “exclusive” emails, wherein the marketer can write the subject line and the copy of the full email.

With more than 4 million email subscribers, Newsmax’s email lists are among the best in the business. Here’s why:

- ▶ **TRULY OPT-IN.** Newsmax is a legitimate email news content provider and never sends spam. We have a 18-year track record of responsible emailing. We are white-listed with all major ISPs and adhere to the highest email best practices, including CAN-SPAM, and rated A+ by the Better Business Bureau.
- ▶ **RESPECTED BRAND.** Studies have shown that the most important factor in a person reading an email is the name in the “from” line. Newsmax is one of the most powerful news brands on the Web. Our websites attract more than 14 million unique users monthly. Forbes magazine has called Newsmax a “news powerhouse.”
- ▶ **REAL CONTENT.** Newsmax email news alerts are compiled by a staff of veteran journalists who provide readers with interesting, current, and thought-provoking news content in our daily email alerts offered in the areas of breaking news, politics, health, personal finance, and jokes.
- ▶ **REALLY ENGAGED AUDIENCE.** Newsmax’s online sites have one of the most powerful and engaged baby boomer audiences in the United States. Boomers are interested in the latest news, and information on health, personal finance, and lifestyle that will impact their lives. Boomers are the largest demographic group in the nation and the one with the highest levels of disposable income.

Newsmax offers multiple, scalable email lists with as many as 4 million email names available. Newsmax offers specific email lists in the areas of breaking news, health, and finance. Newsmax also offers highly specialized lists for disease conditions and other demographic groupings. Please see our lists below.

Additionally, Newsmax represents 16 different email list owners. These senders are highly vetted by Newsmax and have our stamp of approval. All follow Newsmax’s “best practices” rules, as well as offering influential brands with engaging content.

**SEE OUR LISTS!**



Tap into the power of Newsmax. Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!



**Email Alerts**

**DEMOGRAPHICS**

**Newsmax Email News Alerts Get Responses!**

Newsmax’s audience includes more than 4 million opt-in subscribers to our news alert emails. Unlike many other email lists, Newsmax email readers are a highly responsive, age 50+ audience of baby boomers with a strong interest in health, finance, lifestyle, charity, and political offers.

**Check out some of our key lists:**

**Newsmax – 1,470,000 opt-in subscribers**

Newsmax email subscribers are not only tuned into their world and current events, they are a demographic that cares about their well-being: their health, their wealth, and their lifestyle. They are highly responsive to offers that support their privileged way of life.

**Key Data:**

- ▶ 97% are age 45+
- ▶ 67% are male
- ▶ 67% read Newsmax on a daily basis
- ▶ 61% plan to travel in the next 12 months
- ▶ 27% are top management, C-level executives, or business owners
- ▶ 85% vote in every election

SOURCE: SURVEY MONKEY 2016

**Newsmax Finance Moneynews – 530,000 opt-in subscribers**

This is a list of savvy investors who are anxious to hear the latest financial and investment news. These consumers not only track the economy, but want the latest stock, bond, commodity, currency, precious metals and other market trends. They are interested in investment vehicles as well as information products that protect and grow their wealth.

**Key Data:**

- ▶ 78% are male
- ▶ 79% are age 55+
- ▶ 46% feel underprepared for their financial future
- ▶ 52% have an IRA or Roth IRA
- ▶ 52% invest in mutual funds
- ▶ 48% read Moneynews emails or visit the website daily
- ▶ 50% are interested in diversifications and alternative investments
- ▶ 37% invest in precious metals

SOURCE: SURVEY MONKEY 2016

**Newsmax Health – 850,000 opt-in subscribers**

This is a list of our most health-conscious readers who are seeking to live a long life while maintaining a healthy lifestyle. Newsmaxhealth.com offers them the latest health and medical news and advice from a group of renowned medical doctors including Russell Blaylock, Mehmet Oz, Chauncey Crandall, Erika Schwartz, and David Brownstein. This audience is highly responsive to health, medical, nutritional and alternative health promotions, in addition to offers that promote wellness and a positive lifestyle.

**Key Data:**

- ▶ 87% are age 55+
- ▶ 57% are male
- ▶ 90% take vitamins or health supplements
- ▶ 44% are employed
- ▶ 42% have made an online purchase for vitamins or supplements within the past year

SOURCE: SURVEY MONKEY 2016



## Newsmax Email Lists

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:

### Selections

- ▶ HTML Setup: \$150
- ▶ A/B Split: \$50
- ▶ Suppression: \$50

### Rules and Restrictions

- ▶ Rates are subject to change without notice.
- ▶ Content and links subject to approval. Copy is due two business days prior to send date.
- ▶ Minimum send and test sizes may apply, depending on list.
- ▶ Cancellations incur a 25% cancellation fee if canceled within three days of run date.

## Rates

### Newsmax Email Lists

All rates net / CPM

List	List Size	Exclusive	Short Form Sponsorship	Long Form Sponsorship
Newsmax Main	1,470,000	\$23.00	\$8.00	\$9.25
Newsmax Health	850,000	\$21.50	\$8.75	\$10.50
Newsmax Finance Moneynews	530,000	\$45.00	\$22.00	\$25.00
Newsmax Magazine	50,000	\$50.00	—	—
Newsmax Store	260,000	\$60.00	—	—
Progressives	450,000	\$6.50	\$3.00	—

LEAD GENERATION AND INVESTOR RELATION EMAILS ARE SUBJECT TO SURCHARGE. COPY APPROVAL REQUIRED.

### Health Email Lists

All rates net / CPM

List	List Size	Exclusive	Short Form Sponsorship	Long Form Sponsorship
Brownstein Newsletter	20,000	\$175.00	—	—
Blaylock Newsletter	24,000	\$175.00	—	—
Crandall Heart Health Report	18,000	\$175.00	—	—
Health Radar Newsletter	31,000	\$175.00	—	—
Mind Health Report Newsletter	18,000	\$175.00	—	—
Alternative Health	247,000	\$20.00	—	—
Alzheimer	171,000	\$20.00	—	—
Anxiety	68,000	\$20.00	—	—
Arthritis	228,000	\$20.00	—	—
Asthma	32,000	\$20.00	—	—
Cancer	107,000	\$25.00	—	—
Diabetes	125,000	\$25.00	—	—
Digestion	140,000	\$20.00	—	—
Eczema	22,000	\$15.00	—	—
Heart Health	351,000	\$20.00	—	—
High Blood Pressure	219,000	\$15.00	—	—
High Cholesterol	188,000	\$15.00	—	—
Medix Select	150,000	\$60.00	—	—
Men's Health	132,000	\$25.00	—	—
Mental Health	122,000	\$20.00	—	—
Neurological Nerve	209,000	\$20.00	—	—
Prostate	60,000	\$25.00	—	—
Psoriasis	18,000	\$15.00	—	—
Smokers	55,000	\$15.00	—	—
Snoring	251,000	\$15.00	—	—
Weight Loss	311,000	\$15.00	—	—
Women's Health	156,000	\$20.00	—	—

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## Rates (Continued)

### Special Financial Lists

All rates net / CPM

List	List Size	Exclusive	Short Form Sponsorship	Long Form Sponsorship
Accredited Investor List	150,000	\$125.00	—	—
Financial Intelligence Report	6,000	\$175.00	—	—
Franklin Prosperity Report	20,000	\$175.00	—	—
The High Income Factor	10,000	\$175.00	—	—
Resolute Wealth Letter	3,000	\$175.00	—	—
The Dividend Machine	15,000	\$175.00	—	—
Ultimate Wealth Report	17,000	\$175.00	—	—

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### Email Lists Represented by Newsmax Exclusively

All rates net / CPM

List	List Size	Exclusive	Short Form Sponsorship	Long Form Sponsorship
Be Well Buzz	136,000	\$20.00	\$3.50	—
Biz Pac Review	180,000	\$8.00	—	—
Dick Morris.com	300,000	\$17.00	\$3.50	—
Edward Klein	182,200	—	\$15.00	—
GOP Insider Brief	420,000	\$12.00	\$3.50	—
Health Freedom USA	81,000	\$15.00	\$3.50	—
Interview With God	145,000	\$10.00	\$3.50	—
Medix Select Nutraceuticals	150,000	\$60.00	—	—
Newsweek	600,000	\$15.00	\$10.00	—
PJ Media	200,000	\$12.00	\$3.50	—
Prophecy News Watch	230,000	—	\$6.00	—
Reagan Reports	610,000	\$25.00	\$5.00	—
Rasmussen Reports	120,000	\$15.00	\$4.50	—
USA Carry	80,000	\$20.00	\$3.50	—
AARP and AMAC Active Members	370,000	\$25.00	—	—
Annuity Interest	22,000	\$60.00	—	—
Conservative Veterans for America	275,000	\$25.00	—	—
Conservative Catholics for America	75,000	\$40.00	\$12.00	—
Cruise Travelers	255,000	\$25.00	—	—
Diabetes Info Center	75,000	—	\$15.00	—
Gardening	220,000	\$21.00	—	—
Golf	145,000	\$15.00	—	—
Gun Insider	75,000	—	\$12.00	—
International	55,000	\$16.00	—	—
NRA Gun Owners for the 2nd Amendment	200,000	\$25.00	—	—
Pet Owners	465,000	\$25.00	—	—
Retirement News	95,000	—	\$12.00	—
Women's Health Matters	115,000	—	\$12.00	—

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**Newsmax Email Lists**

Bringing highly targeted audiences from trusted, recognizable brands into your reach.

A few of those brands include:

**Newsmax**

**Newsweek**

**MONEYNEWS**

**Newsmax health**

**RASMUSSEN  
REPORTS**

**The Franklin Prosperity Report**

**Resolute Wealth Letter**

**The Dividend Machine**

**DickMorris.com**

**Financial Intelligence Report**  
The Global Resource to Protect and Grow Your Wealth

**Selections**

- ▶ HTML Setup: \$150
- ▶ A/B Split: \$50
- ▶ Suppression: \$50

**Rules and Restrictions**

- ▶ Rates are subject to change without notice.
- ▶ Content and links subject to approval. Copy is due two business days prior to send date.
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- ▶ Cancellations incur a 25% cancellation fee if canceled within three days of run date.

**GEO-Targeted Email Marketing**

**Newsmax**  
*Reach Newsmax Email Subscribers **LOCALLY** with your Ads!*

Call (844) 751-2540

**STEP 1**  
Find out how many Newsmax email readers you can target near your business. Choose one of the four search areas below and click Submit.

Zip:  Radius:  Miles

or

State:

or

Market:

or

Region:

**Submit**

**Use Newsmax's GEO-Targeted Email online tool to help your business find our highly-responsive subscribers close to you!**

Newsmax **GEO-Targeted Email** is a new program that allows local advertisers to tap into our powerful customer and reader lists using email.

Target our readers by ZIP code, state, or even DMA.

The GEO-Targeted Email tool will tell you instantly the approximate number of Newsmax readers near to your business — just contact us and you can reach this influential and responsive audience in days!

**Newsmax GEO-Targeted Email helps you connect with our readers to:**

- ▶ Market your small businesses
- ▶ Tell about professional services: doctors, dentists, lawyers, any service imaginable!
- ▶ Invite them to conferences, business seminars
- ▶ Share with them upcoming charity, social and political events
- ▶ Inform them of special discount programs
- ▶ And much, much more!

**Check out our Geo Tool: [newsmax.com/geo](http://newsmax.com/geo)**

## About Our Email Campaigns

- ▶ All Newsmax lists are 100% opt-in.
- ▶ Newsmax subscribes to six major ISP feedback loops, automatically unsubscribing people who decide to opt out.
- ▶ Our procedures have been certified and safe-listed by both "Return Path Sender" and "Habeas," ensuring strong delivery.
- ▶ CAN-SPAM compliant
- ▶ Direct Marketing Association member

## Specifications

- ▶ Subject line: 100 characters max, including spaces
- ▶ Unlimited body text
- ▶ Maximum of 10 hyperlinks

## Ad Approval

- ▶ All copy is subject to review and final approval by Newsmax.
- ▶ All URLs will be checked for possible spam reporting. Please refer to [rulesemporium.com](http://rulesemporium.com).

## EMAIL CREATIVE SPECIFICATIONS

Advertisers are permitted to send text and/or graphic banner advertisements in emails.

### File Sizes

#### HTML/Text

- ▶ Data should not exceed 10kb

#### Images

- ▶ Maximum of 60kb (send separately), Recommended <40kb (hosted on your site)

#### Sponsorship Banner Dimensions

- ▶ Skyscraper (160x600)
- ▶ Medium Rectangle (300x250)

### Copy and Layout Formats

#### HTML

- ▶ Please don't use MS Word's "Save As HTML" feature.
- ▶ No MS FrontPage or WYSIWYG Web design software.
- ▶ Although cascading style sheets are common in Web design, avoid using style sheets and CSS in your email campaigns. It can render incorrectly in some email clients, be stripped out, or overwritten. Styles should be inline and not external or internal.
- ▶ No Java, JavaScript, frames, or ActiveX.
- ▶ Images can be hosted by you or by Newsmax.
- ▶ No div tags or float tags. All images must have ALT tags filled out.
- ▶ No Flash in HTML or HTML forms in the body of the email.

#### Microsoft Word (Fees May Apply)

- ▶ If unable to supply the creative in HTML, send copy in a Word document.
- ▶ Use Word's formatting tools to show needed text format.
- ▶ Embed images in the Word doc to show layout, etc.
- ▶ Provide any images needed as separate attachments.
- ▶ We will produce the HTML, formatted to match your document as closely as possible.

#### Plain Text

- ▶ Include your copy text inline in an email and attach images.
- ▶ We will produce HTML and apply simple formatting.
- ▶ "URL open" cannot be tracked in a text version.
- ▶ Images cannot be displayed in simple text version of email.

#### Sponsorship Emails

- ▶ Do not use background images.
- ▶ Images can be hosted by you or by Newsmax.
- ▶ Maximum image size is 300 pixels wide. A maximum width of 300 pixels applies to total ad.

### Text and Copy

- ▶ Stock campaigns and any solicitation for donations must include a disclosure/disclaimer statement in a readable, block font with a minimum size of 8pt.
- ▶ Copy is due two days prior to send date.
- ▶ Subject lines should be upper and lower case, more than one word describing the content of the email, and may not include "RE" or "FW."

## Exclusive Emails

Newsmax offers the ability for the advertiser to own an entire message and subject line. Available on every Newsmax email list.



Exclusive Email

## EMAIL CREATIVE SPECIFICATIONS (CONTINUED)

- ▶ Subject line must begin with a capital letter. Words with more than three letters must have first letter capitalized.
- ▶ Subject line can contain the following punctuation:
  - Single quotes: 'subject'
  - Question mark: subject?
  - Comma: subject,
  - Colon: subject:
  - Semi-colon: subject;
- ▶ Subject lines cannot contain website addresses or email addresses.
- ▶ Subject lines cannot end with numerical digits.
- ▶ Subject lines cannot have any special characters. Examples include: ())[]\*@&!<+/^
- ▶ No \$ symbols for amounts over \$999.
- ▶ No pornographic or sexual language.
- ▶ No spaces between letters creating g a p p y t e x t.
- ▶ Stock campaigns and any solicitation for donations must include a disclosure/disclaimer statement in a readable, block font with a minimum size of 8pt. No stock symbols in the subject line.

## Unsubscribe Link Rules and Requirements

- ▶ Advertisers may include an unsubscribe link within their email copy. (Newsmax may remove advertisers' unsubscribe link if guidelines are not followed.)
- ▶ Advertisers must be CAN-SPAM compliant.
- ▶ Newsmax emails will always include a link to unsubscribe from Newsmax lists.
- ▶ Advertisers may provide Newsmax with a suppression file consisting of their unsubscribe list.
- ▶ Advertisers' unsubscribe landing page should clearly identify the advertiser, publisher or product by name/brand.
- ▶ Landing page should identify the list/publication(s) that users can unsubscribe from.
- ▶ The collection of personal information for verification of unsubscribe requests is not permitted.
- ▶ Any information collected via the advertisers' unsubscribe process is not to be resold, distributed, or shared in any way.

## Restricted Words and Phrases:

Act Now	Easy terms	you requested	Serious cash
Alert	Extra income	Hot	Search Engine Listings
Apply now	Fast cash	Insider	Sex
As seen	Financial freedom	Instant	Sunday Morning Alert
As seen on Oprah	Free access	Levitra	Teen
As seen on TV	Free gift	Loans	Time sensitive
Breaking	Free info	Make money	Undisclosed
Breaking news	Free instant	Marketing	Urgent
Call now	Free offer	Me	Valium
Cash bonus	Free samples	Mine	Very important
Cialis	Friend	Multi-level	Vicodin
Click here	Get out of debt	Not spam	Winner
Congratulations	God	Online degree	Work from home
Dear Friend	Hello	Online marketing	Xanax
Don't delete	Herbal	Online pharmacy	Your Family
Earn extra cash	hi	Promised you	Your Own
Easy terms	I	Refinance	Your own boss
Eliminate debt	Hidden	Reminder	We
Extra income	Home based	Satisfaction	

## Sponsored Emails

Advertisers can partner with Newsmax to sponsor regularly scheduled content. Sponsored emails include a link integrated with news headlines, as well as short form (banner) or long form (extended) versions of copy.



Integrated Link



Short form (banner)



Long form (extended)

## EMAIL CREATIVE SPECIFICATIONS (CONTINUED)

### Code Restrictions

- ▶ Do not use Internal (Embedded) or External styling; code everything with inline styles.

### Internal / External (WRONG):

```

1 <style type="text/css" >
2 <!--
3 .class {font-family:"Times New Roman", Georgia, Serif}
4 i {color:#0066FF}
5 -->
6 </style>
7 <link type="text/css" rel="stylesheet" href="http://www.news-
max.com/stylesheet.css" />
    
```

### Inline (CORRECT):

```

1 <p style="font-family:"Times New Roman", Georgia, Serif">For
Millions of Americans <i style="color:#0066FF">Newsmax</i> is
their No. 1 news resource &mdash; distiguished, award-winning
journalists in the industry. For advertisers, our . . .</p>
    
```

- ▶ Do not use absolute positioning or floating elements.

### Example (WRONG):

```

1 <p style="position:absolute;top:0;right:0"> For Millions of Americans Newsmax is their No. 1 news
resource &mdash; distiguished, award-winning . . .</p>
    
```

- ▶ Do not use background images.

### Example (WRONG):

```

1 <table background="http://www.newsmax.com/background.jpg" >
2 <tr style="background:url("http://www.newsmax.com/bulletPoint.
jpg") 3px 3px no-repeat">
3 <td>For millions of Americans Newsmax is their . . .</td>
4 </tr>
5 </table>
    
```

- ▶ Do not use JavaScript, Java, Frames, Flash, Forms, or interactive content.
- ▶ All images must have the "alt" attribute, be posted on your publicly accessible web server, and always contain full links (e.g.: <http://www.newsmax.com/image.jpg>)
- ▶ The HTML should be coded by hand to ensure clean, compact code.



## What our advertisers are saying . . .

► **Birch Gold:** “We’ve been advertising with Newsmax and its represented properties for four years, with ongoing success. As the advertising landscape evolves, they have evolved with it, and they are always offering new and interesting opportunities for us to get our offers in front of a qualified audience.”

► **TRS Direct:** “We’ve been in direct response marketing business for almost 30 years, but our business has experienced explosive growth in the last four years.

Part of the reason for that success is Newsmax. These guys are real pros who know their business. Their magazine and online content is pertinent and well-targeted, so they’ve built a loyal group of readers.

More important for us, it’s an audience that actually pulls out their wallet and purchases product. We track everything, so we KNOW without a doubt that advertising with Newsmax means increased profits.

Bottom Line: If you’re not advertising with Newsmax, you’re probably leaving money on the table.”

► **Agora:** “We get great leads from Newsmax and do a variety of campaigns with them. The team is super easy to work with as well!”

► **Lear Capital:** “Newsmax has been a dedicated and reliable partner and an integral part of our media plan. With an array of digital offerings, we are able to speak to their audience via the user’s preferred channel, leveraging all of our assets from in-depth reports to video.”

► **Hear.com:** “We were searching for a reputable news publisher to promote the hear.com brand during our early growth stages. Pairing a powerful and trusted name alongside our brand was important for us to develop credibility with our audience, and partnering with Newsmax dramatically accelerated our efforts at acquiring qualified customers. Newsmax makes the task of brand-building and lead acquisition more streamlined and consistent. We are excited at continuing our growth efforts with the help of the experts at Newsmax.”

► **Rainmaker Adventures:** “As a Premium Direct Response Media with clients in the Financial, Health, Precious Metal and Physical Product sectors, Rainmaker Ad Ventures has developed an excellent partnership with Newsmax Media over the past five years.

During that time Newsmax has helped us achieve consistent ROI on multi-million dollar client spend, primarily utilizing Newsmax dedicated Email lists. Our Account Manager Dawn Neely and the Newsmax team have been most responsive working with us daily to maximize opportunity for client success while minimizing risk.”

► **Bel Marra:** “Bel Marra Nutritionals Inc., has been working Newsmax for the past 5 years. Tom Mulcrone who is our go to person at Newsmax has been very understanding and accommodating with our needs and goals.

Thus, in the past year, Bel Marra Nutritionals Inc., have increased the Media Buys with Newsmax and the advertising we have done with them so far has been very successful.

I really appreciate the feedbacks and suggestions that Newsmax gives us on our creative piece when we advertise with them because they want us to maximize the potential, for this, I would not hesitate to use them again.”

**Tap into the power of Newsmax. Call our Advertising Team today, toll-free at 888-766-7542, and take your profits to the max with Newsmax!**