

### PRINT vs WEB NEWSLETTER

#### PRINT

##### Program Plan

Design & print newsletter

##### Program Cost

\$2500 one-time design fee

\$4000/yr printing costs

##### ROI

Average Direct mail assumes 2% conversion

#### HTML NEWSLETTER

##### Program Plan

Design & program newsletter

##### Program Cost

\$3250 startup (first month, startup cost)

\$250 retainer per month (12 month minimum)

##### ROI

Generate reports that show open rates & click through rates - track by us / links and segment by audience or other variables

#### PRINT PROJECTIONS FOR INCREASED SALES

Ratio	Visitors	Sales	Revenue
1.2%	500	10	\$1,000

#### WEB PROJECTIONS FOR INCREASED SALES

Ratio	Visitors	Sales	Revenue	Increase Amount per Month
1.2%	5,00	25	\$2,500	baseline per month

#### PRINT/WEB COST/BENEFIT ANALYSIS OF 6 MONTH CAMPAIGN

(Assuming 5% conversion & \$100 avg sale with average recipient at 500)

Print Total Cost	Incr. Revenue	ROI
\$6,500	\$1,000/mo. \$5,500	TBD

Web Total Cost	Incr. Revenue	ROI
\$6,250	\$2,500/mo. \$23,750	TBD

#### NON PROFIT

##### Recommendation:

Incitrio recommends web and html newsletter.

#### CURRENT SITE STATISTICS

Average Visitor Sessions: 500/mo

Average Number of Sales: unknown

Average Conversion Rate: unknown

Average Sale: 100

Current Annual Sales: unknown

Current Monthly Sales: unknown