

THE CHECK IS IN THE EMAIL HOW TO MONETIZE NEWSLETTERS



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NEWSLETTER EXAMPLES:

Sports sponsorship



**HOUSTON
SPORTS DAILY**

Follow breaking sports news on
Click2Houston.com

In XFL built on 'second chances,' Wade Phillips, Roughnecks win season debut handily, 'The Rock' calls coach a 'perfect' fit



[Texans' Garret Wallow on DeMeco Ryans: 'Very exciting to have a coach who's walked in your footsteps'](#)



Xfinity Sponsors the Houston Sports Desk,
and gets banner placement on the Daily
Sports Email

Sent to 20,000 people
daily with a 30% open
rate



What's your favorite wear? 🤔

February 15, 2023: The Buzz The D

From Tati Amare – Fuzzy slippers, lounge sets shirts... these all became staples in my closet a comfier the better. The idea of what we like to the past couple of years, for the obvious reason it's changing much. (Or will for that matter!)

Spending the vast majority of our time at home from working remotely to school lessons mean comfortable as possible while pushing through roles. So, I went from the casual, regular loung

From our sponsors and partners



📺 Did you see them during the Super Bowl? It's Detroit sports legends Barry Sanders, Kirk Gibson, Rick Mahorn, and Darren McCarty. They teamed up with the Sam Bernstein Law Firm for a commercial that's all about who's the best in Michigan. It's set during a trivia night, and the hosts are a pair you may recognize as well. We had a chance to talk to McCarty, Mahorn, and Mark Bernstein about getting together to make the spot. [After hearing them talk about it](#) you can tell they had a great time together.

❤️ Your heart may be trying to tell you something, and it has nothing to do with the pitter-patter of new love. There are warning signs you need to be paying attention to so that you are not caught off guard. Our sponsor Commonwealth Care Alliance of Michigan joined us to talk about the things you may be ignoring. Here are [the signs you need to pay attention to](#).

Just for fun

😄 You know about outtakes for movies, but outtakes for commercials? When you're working with Ben Affleck, and you let him ad-lib, you can probably expect a treasure trove of moments that won't fit into the 30 seconds you get for a commercial. Luckily, Dunkin' posted [Affleck's outtakes](#) for us to enjoy.

NEWSLETTER EXAMPLES:

Sponsored content



Sold in conjunction with our daily lifestyle shows

Links to branded content article on our site

Sent to 40,000 people weekly with a 40% open rate

NEWSLETTER EXAMPLES:



Making sense of Pistons trade for Wiseman

The dust has settled from the NBA Trade Deadline, and, man, there was some dust.

Ramblings: Making sense of Pistons trade for Wiseman, Weaver's rebuild plan

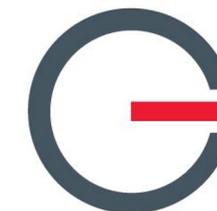
Hey, Pistons fans! The trade deadline has passed. Bogie is still here. But not everyone made it past [3 p.m.](#)

Title sponsorship



Sent to 10,000 people with a 50% open rate

Sold individually – not part of a package



GRAHAM MEDIA GROUP

STRATEGY

We're working on valuing this business as a
stand-alone product

- Our curated newsletters do outstanding open rates (30-60%)
- Value your email audience at tryletterhead.com/calculator (it will scare you!)
- Test & Measure



Powered by LiveIntent

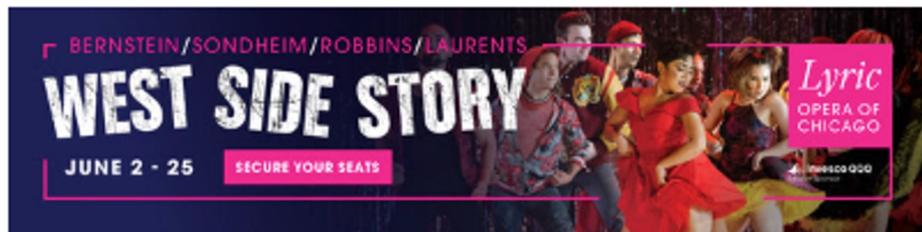
READER

The Daily Reader

Superheroes that look like me



Black Child Book Fair celebrates four years in Chicago
by [Debbie-Marie Brown](#) | [Read more](#) >>



Powered by LiveIntent

NEWSLETTER EXAMPLES:

The Daily Reader

Monday-Friday daily newsletter

Largest subscription list

5 banner ad positions

\$1150 daily revenue opportunity just from banners

Data analysis helps us identify content that resonates

NEWSLETTER EXAMPLES:

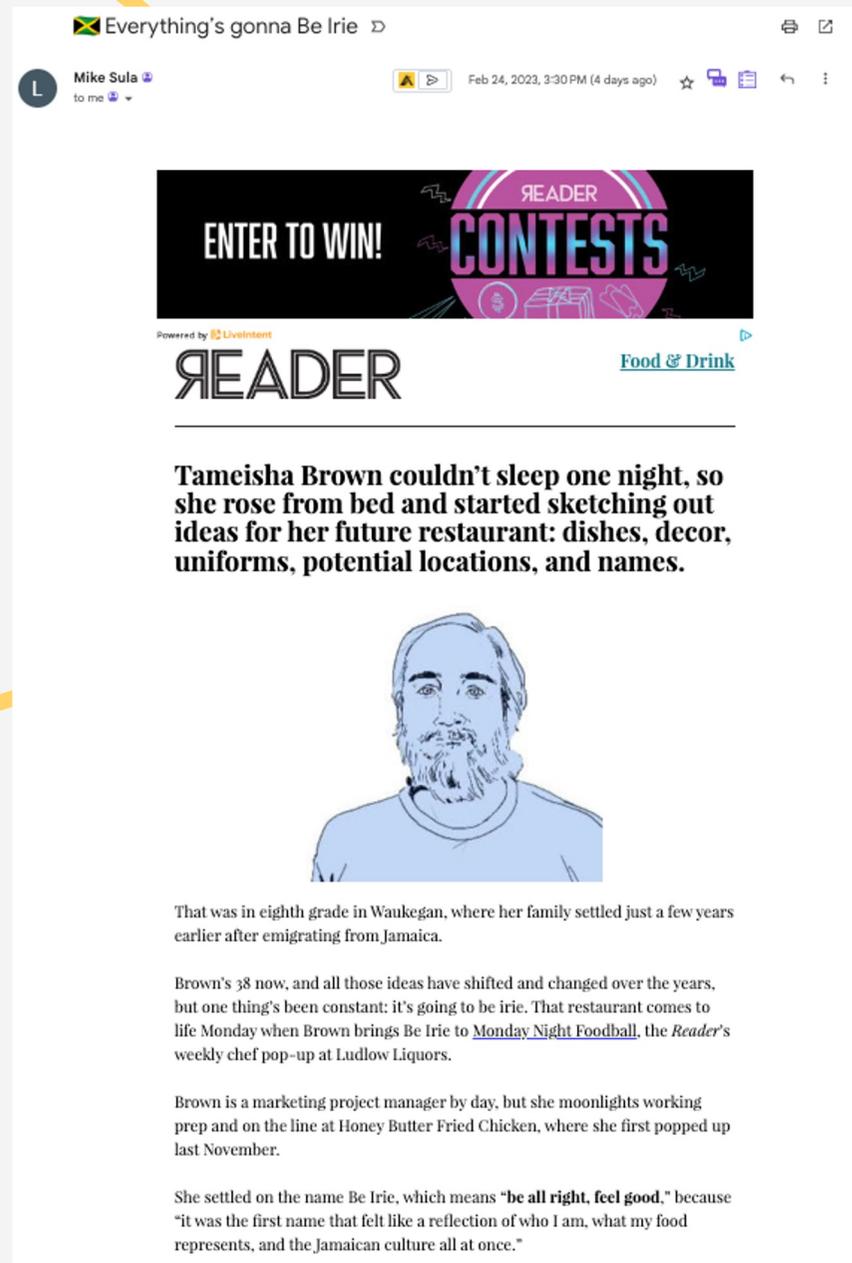
Food and Drink

Weekly (Fridays) newsletter focused on Food and Drink features, Football announcements

4 banner ad positions with opportunities for more

Utilized for House campaigns and testing, as well as data analysis

Takeover opportunities for large events



NEWSLETTER EXAMPLES:

Early Warnings

Weekly newsletter with concert listings

Highest open rate of all newsletters: a smaller, but highly engaged audience

So much advertiser demand, we doubled the number of ad spots (8)

Typically sold out

The screenshot shows an email newsletter titled "EARLY WARNINGS: Turnstile, Hayley Kiyoko, Talib Kweli" from "Chicago Reader". The header includes the sender's name, a profile picture, and the date "Tue, Feb 14, 5:10 PM". The main content features a large banner for a concert by "TINARIWEN" at "Old Town School of Folk Music" on "SATURDAY, MAY 27 8PM" at "MAURER HALL · 4544 N LINCOLN AVE". Below the banner, the text reads "EARLY WARNINGS" with a warning icon and a note: "To purchase tickets, click the name of the event. Shows are 21+ unless otherwise noted." A "New" section lists several events: "Ben UFO, Sevrn, Sold" (2/24, 10 PM, Smart Bar), "Blink-182, Turnstile" (5/6, 7:30 PM, United Center, all ages), and "Cobra Man" (5/9, 8:30 PM, Thalia Hall, 17+). There are two advertisement spots: one for "WILD CHILD" by "david ryan harris" with a "BUY NOW" button, and another for "ELLE KING" with "THE RED CLAY STRAYS" on "3.04.23" at "THE SALT SHED".



STRATEGY

Let the audience guide the products

Based on response rates, clicks, and advertiser interest, we launched a new Arts & Culture newsletter, Second & Fourth, March 30, with revenue potential of \$30-\$40K in its first year:

Launch and exclusive sponsorships

Sponsored content

Featured event listings

Advertiser “takeovers”

Individual banner ads





Generating revenue with newsletters

Tribune email / newsletters



- **Program:** deliver 18 newsletter/email products daily and each week. 3 are curated and others are vertical subjects automated through article tags. Different business strategies and content strategies for flagship products
- **Audience:** 150,000 total subscribers with open rates ranging from 40-70 percent
- **Revenue:** Email/newsletters are a part of almost every corporate sponsorship package sold directly, generating approx. \$1.5M annual
- **Ad types:** Display, Sponsor content, Sponsor messages (text links only)
- **What's new: A lot!** Design refresh, audience surveys, site review of CTAs, list cleaning, alignment with membership, new newsletter product in the works

Email messaging value

Display ads and sponsor messages deliver value through high-engagement products with a known audiences:

Open rates

Viewability

Brand safety

Target topics or size

Impact for timely events

Daily investment rates for messaging range by product

EMAIL MESSAGING

Medium rectangle - 300x250px & Text Link – Approximately 20 words of copy

THE BRIEF

What you need to know each weekday.

An email newsletter, delivered first thing every morning. Opt-in recipients will receive the top news, analysis, events and more for the day ahead in an easy digest.

THE BLAST

The best political newsletter in Texas.

For political insiders who want the behind-the-scenes scoop. The Blast is a premium daily newsletter, powered by The Texas Tribune, the largest statehouse news bureau in the nation.

TOPIC BASED EMAIL MESSAGING

Weekly email communication based on topics.

Current list includes:

- Transportation
- Health and Human Services
- Law and Order
- Energy and the Environment
- Education
- Economy
- Race and Immigration
- Texas Legislature
- Elections

OCT. 30, 2018 | [View in browser](#)

★ THE TEXAS TRIBUNE

In today's Brief: The latest UT/TT poll shows what Texas voters think of President Donald Trump, and federal officials say they can't comment on how long the latest deployment operation will last.

The BRIEF ON TEXAS POLITICS AND POLICY

7 DAYS UNTIL ELECTION DAY

... And 4 days left of early voting. We're covering the midterm races from all angles — from who's [on the ballot](#) and their [positions on issues](#) young Texans care about to [how many people](#) have voted so far. Check out our [2018 elections page](#) for everything you need to know.

LATEST UT/TT POLL

Texas Republican voters are fans of President **Donald Trump**, while Democratic voters in the state aren't, according to [the latest University of Texas/Texas Tribune poll](#). A few examples:

The poll also found a good chunk of Texas voters want to hit the brakes on immigration. Overall, 54 percent of Texas voters agreed that "undocumented immigrants currently living in the U.S. should be deported immediately," while 46 percent disagreed.

- **Meanwhile**, 45 percent of the state's voters said too many legal immigrants are allowed to enter the country right now. A quarter said the U.S. allows about the right number to come in, while another 18 percent said too few are allowed.

300 X 250

TROOPS TO U.S.-MEXICO BORDER

At least 5,200 troops will soon be on their way to the U.S.-Mexico border, [federal officials confirmed Monday](#). They're being sent in response to a caravan of Central American migrants that are making their way to the United States. The troops will be among the 2,000 National Guard members — U.S. Rep. John Lewis, D-Georgia, while [California](#) or fellow Democrat Colin Allred, who's running against Republican U.S. Rep. Pete Sessions of Dallas


By Cassandra Pollock
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Sponsor content value

Email promotion of sponsor content:

Opportunity for brands to integrate their messages into the stream of email content

Way to share richer messages or more complex points of view than traditional display advertising

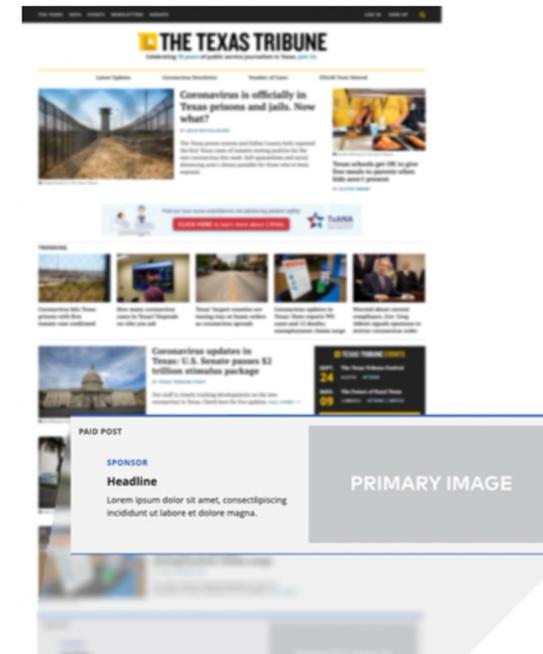
Designed space for clean format

Investment per post

SPONSOR CONTENT PROMOTION

Posts are promoted via native style advertising, on the texastribune.org homepage, on story pages across the site, and uniquely on Texas Tribune email newsletters.

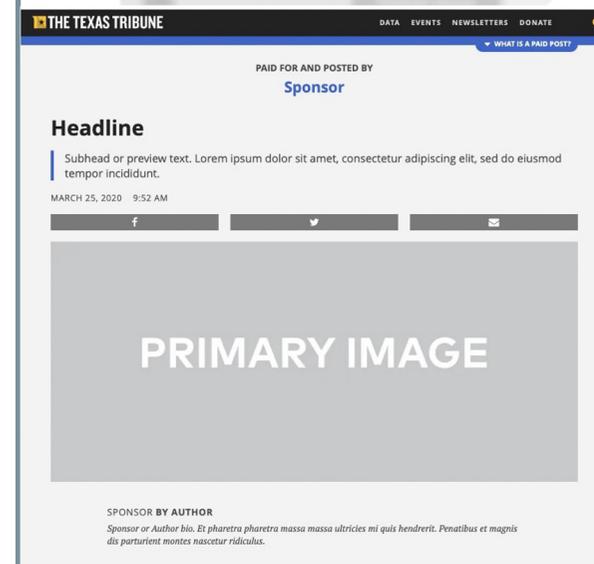
SITE ADS



EMAIL NEWSLETTERS

THE BRIEF What you need to know each weekday. An email newsletter, delivered first thing every morning. Opt-in recipients receive the top news, analysis, events and more for the day ahead in an easy digest.

THE BLAST The best political newsletter in Texas. For political insiders who want the behind-the-scenes scoop. The Blast is a premium daily newsletter, powered by The Texas Tribune, the largest statehouse news bureau in the nation.



Drivers of email newsletter engagement

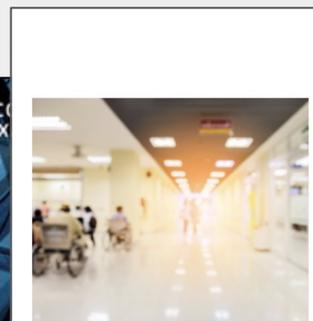
From audience research, we know consumers value:

1. Quality of reporting / storytelling
2. Fact-based / verified
3. Briefing on a wide range of topics
4. Clean easy-to-read format

Sponsor positions follow a clean layout:



SPONSOR CONTENT



TEXAS 2036

**Pulling back the curtain
care prices**

Texas 2036's new online tool reveals wide variation in prices for health care services – and significant information gaps. [READ MORE](#)

SPONSOR MESSAGES

aGLIFF's PRISM 35 LGBTQ+ Film Festival is August 24-28 at the Galaxy Theatres. Details at agliff.org/prism.

Texas A&M University System - Around Texas with Chancellor John Sharp takes viewers across Texas to meet the people who make our state like no other in the country. [Watch for Season 3 premiering this fall!](#)

JOIN US VIRTUALLY AT THIS YEAR'S **TEXAS CONFERENCE FOR WOMEN!** LEARN MORE AND REGISTER AT TXCONFERENCEFORWOMEN.ORG.



Reading Experience is Valued:

Clean and easy to read layout, imagery, and writing style are important to some Texans when choosing an email newsletter. Delivering on these values could help differentiate The Tribune's products.



**THE
TEXAS
TRIBUNE**