



Rubber Design Emarketing Rate Card

[Prices as of April 2013]

Eshot Design (Standard / One Off Design)

£299

- Initial Jpg layout
- Design, build and ensure as much consistency as possible across all email clients
- Initial Spam Content Check
- Unsubscribe, View Web Version and Forward to a Friend Links

Eshot Design Extra (Editable Template)

~~£399~~

- Initial Jpg layout
- Design, build and ensure as much consistency as possible across all email clients
- Initial Spam Content Check
- Unsubscribe, View Web Version and Forward to a Friend Links
- Custom Eshot Personalisation Fields (e.g. salutation, name, company)
- Editable Regions to allow template to be edited and reused as required

£299 as long as the order is completed, invoiced and paid for by the 31st July 2013!

Rubber Design Emarketing Membership (One off set up fee)

£35

- Password protected access to the Rubber Design Emarketing Area
- Induction information talking you through getting the most out of your campaign
- Freedom to manage subscribers, email campaigns and view detailed campaign reports as and when you want
- Sending Domain Authentication (to help you avoid being spammed)

Campaign Costs

Delivery Fee (cost per campaign mailing)	£10
Cost per recipient (cost for each successfully received email)	1p
Cost per Spam Check (cost should you want to check the spam rating of your campaign)	£3

Example

Eshot Design (Standard / One Off Design)	£299
Rubber Design Emarketing Membership (One Off fee)	£35
Delivery Fee	£10
Email Campaign to 5000 Recipients	£50
TOTAL:	£394

I also offer a Pay Monthly Plan, where you can send as many campaigns as you like, priced according to your total number of subscribers / recipients. [Contact me to find out more!](#)