

Newsletter provider options

Costs as of May 2007

Newsletter	Cost	Ease of use	Flexibility	Reporting
www.graphicmail.co.uk	5000 free (charities) then 20% off following prices 2000/m £9.95 2000/y £49.95 5000 top up £29.95	No special knowledge required. Some time commitment to learn. Good support and tutorials.	Lots of templates to choose from. Self design available.	Real time reporting and analysis tools
www.globalgold.co.uk	£20/1000	No further info as yet		
www.sign-up.to	50 free 51-500 £25/m 500-2000 £40/m 40% discount for charities	Very simple to use. Effectively the same as Publisher. Good support and tutorials.	Simple but effective templates. Reasonable choice.	Real time reporting and analysis tools

With all of the above providers you can create a Microsoft Publisher email newsletter and import this into your account with the provider. This means you don't have to learn the providers email production software (although most of it is similar to Publisher), and you are just using them to send the emails and, crucially, provide you with the reporting analysis.

Note of caution if choosing e-marketers from the USA.

According to the Data Protection Act published by the European Commission in 2002, where data protection laws are "inadequate" (The U.S.) the sender must transfer from an overseas data processor to one based within the EU and subject to EU laws.

Some e-marketers have been seen to disregard the penalties for non-compliance, as to date there have only been a very limited number of cases in UK courts. However it is imperative to remember that although there have been very few cases so far, it will certainly not remain this way for long. Indeed, the UK is currently the only European country not to have experienced a significant case of non-compliance, and it is unlikely to remain this way. Non compliance can result in fines and damages being awarded and even imprisonment in severe cases.