



*Specializing in Email Marketing*  
(A subsidiary of SPEAKIN' OUT NEWS)

**RATES EFFECTIVE 2018**

**DIGITAL KIT**

*Helping Clients To Expand  
Their Brand & Reach*

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## Consumers Email Addresses ages 34-65

### HUNTSVILLE & MADISON CO. (SURROUNDING CITIES & LIMESTONE CO.)

<u>ZIP CODE</u>	<u>AVERAGE HOUSEHOLD INCOME</u>	<u>COUNT</u>
<b>35749</b> <i>(includes cities of Harvest, Huntsville, &amp; Limestone Co.)</i>	<b>\$89,732</b>	<b>1,919</b>
<b>35756</b> <i>(includes cities of Huntsville, Madison, Triana, &amp; Athens)</i>	<b>\$78,830</b>	<b>1,000</b>
<b>35757</b> <i>(includes cities of Huntsville, Madison, &amp; Limestone Co.)</i>	<b>\$95,882</b>	<b>1,224</b>
<b>35758</b> <i>(includes cities of Huntsville and Madison)</i>	<b>\$106,808</b>	<b>3,245</b>
<b>35761</b> <i>(includes cities of Hazel Green, Moores Mill, New Market)</i>	<b>\$73,083</b>	<b>898</b>
<b>35762</b> <i>(include the city of Normal)</i>	<b>P.O. BOX</b>	<b>12</b>
<b>35801</b>	<b>\$88,079</b>	<b>1,285</b>
<b>35802</b>	<b>\$87,461</b>	<b>1,164</b>
<b>35803</b>	<b>\$89,163</b>	<b>2,012</b>
<b>35804</b>	<b>P.O. BOX</b>	<b>34</b>
<b>35805</b> <i>(includes cities of Redstone Arsenal and Huntsville)</i>	<b>\$29,995</b>	<b>1,219</b>
<b>35806</b>	<b>\$87,238</b>	<b>1,335</b>
<b>35810</b> <i>(includes cities of Huntsville and Moores Mill)</i>	<b>\$46,992</b>	<b>3,349</b>
<b>35811</b> <i>(includes cities of Huntsville and Moores Mill)</i>	<b>\$73,489</b>	<b>2,351</b>
<b>35816</b>	<b>\$35,707</b>	<b>852</b>
<b><u>Misc.</u></b>		<b><u>1,707</u></b>
<b>Total</b>		<b>23,606</b>

**TOTAL MARKET  
COVERAGE (TMC)**

**23,606**

**Email Addresses**

AS OF SEPTEMBER 1, 2017  
*Source: DatabaseUSA & Income by Zip Codes*

# SPEAKIN' OUT NEWS Visitor Statistics

*Traffic statistics are generated and processed at BizLand.*

## MONTHLY STATISTICS FOR AUGUST 2017

**Total Hits** 21678  
**Total Files** 5687  
**Total Pages** 6094  
**Total Visits** 3472

## MONTHLY STATISTICS FOR APRIL 2017

**Total Hits** 17623  
**Total Files** 5012  
**Total Pages** 4553  
**Total Visits** 3188

## MONTHLY STATISTICS FOR JULY 2017

**Total Hits** 17763  
**Total Files** 5511  
**Total Pages** 5334  
**Total Visits** 3487

## MONTHLY STATISTICS FOR MARCH 2017

**Total Hits** 18755  
**Total Files** 5670  
**Total Pages** 4810  
**Total Visits** 3405

## MONTHLY STATISTICS FOR JUNE 2017

**Total Hits** 21121  
**Total Files** 5436  
**Total Pages** 8907  
**Total Visits** 3292

## MONTHLY STATISTICS FOR FEBRUARY 2017

**Total Hits** 17184  
**Total Files** 8935  
**Total Pages** 4117  
**Total Visits** 2923

## MONTHLY STATISTICS FOR MAY 2017

**Total Hits** 19422  
**Total Files** 6157  
**Total Pages** 5792  
**Total Visits** 3737

## MONTHLY STATISTICS FOR JANUARY 2017

**Total Hits** 15879  
**Total Files** 12202  
**Total Pages** 4444  
**Total Visits** 3321



# Email Case Studies

Speakin' Out News for the below clients created marketing eblasts filled with interesting graphics and videos, designed for desktop and mobile devices. We wanted our emails to contain a meaningful call-to-action from customers.

EMAIL CAMPAIGN	#E-BLASTS	SENT	VIEWED	CLICKS	OPENED	%VIEWED	%CLICKS	%OPENED
<b>#1 - Re-Election of Huntsville Mayor Tommy Battle</b> <b>ELECTED</b> <a href="http://www.speakinoutweeklynews.com/so/5LQp4UCK#/main">http://www.speakinoutweeklynews.com/so/5LQp4UCK#/main</a> Campaign used both graphics and video to market message. Client targeted specific zip codes in the city of Huntsville.	3	11,000	2,510	251	1,470	22.8%	2.28%	13.3%
<b>#2 - Election of Madison Mayor Paul Finley</b> <b>ELECTED</b> <a href="http://www.speakinoutweeklynews.com/so/8LQpF5Ui#/main">http://www.speakinoutweeklynews.com/so/8LQpF5Ui#/main</a> Campaign used both graphics and video to market message. Client targeted specific zip codes in the city of Madison.	3	6,400	2,958	372	1832	46.2%	5.8%	28.6%
<b>#3 - Town Hall Meeting The Affordable Care Health Act</b> <a href="http://www.speakinoutweeklynews.com/so/2LkXKV3H#/main">http://www.speakinoutweeklynews.com/so/2LkXKV3H#/main</a> TMC campaign used only graphics, but interacted with SON customers by using an event attendance survey. Fifty (50) SON customers responded and completed the event survey.	2	22,800	8,400	347	4800	21.1%	1.5%	21.1%
<b>#4 - Valley Arts and Entertainment "A Tribute to Great Divas"</b> <a href="http://www.speakinoutweeklynews.com/so/0LXaH2qZ#/main">http://www.speakinoutweeklynews.com/so/0LXaH2qZ#/main</a> TMC campaign used only graphics.	2	23,700	6,100	213	3900	25.7%	0.9%	16.5%
<b>#5 - Harris Home for Children "KOOL &amp; THE GANG" Charity Event</b> <a href="http://www.speakinoutweeklynews.com/so/4LkIVscn#/main">http://www.speakinoutweeklynews.com/so/4LkIVscn#/main</a> TMC campaign used only graphics.	1	22,700	2,300	221	1,500	10.1%	1.0%	6.6%
<b>#6 - Dr. Will Boyd for Congress</b> <a href="http://www.speakinoutweeklynews.com/so/2LU_-8AU#/main">http://www.speakinoutweeklynews.com/so/2LU_-8AU#/main</a> TMC campaign used both graphics and video.	1	24,100	4,000	297	2,300	16.6%	1.2%	9.5%
<b>#7 - Tennessee Valley Jazz Society - "Pianist Philippe LeJeune"</b> <a href="http://www.speakinoutweeklynews.com/so/bLooJDqY#/main">http://www.speakinoutweeklynews.com/so/bLooJDqY#/main</a> TMC campaign only used graphics.	1	22,500	612	56	412	2.72%	0.25%	1.8%

**TRENDS:** Since 2016, Speakin' Out News has observed that email campaigns that consisted of **VIDEOS** had a higher response from our customers. Also the number of eblast frequency, being repetitious and exposing our customers to the same message also yielded a high return. In email **CASE STUDY #3**, our customers responded to the topic about healthcare, with 8400 emails viewed and 4,800 emailed opened. This concludes that our customers are concerned about their quality and maintenance of health. Therefore, Publix can seriously target African Americans with prevention, wellness, pharmacy, nutrition and recipe videos, and other health related services.





# Mechanical

- Clients must submit CONTENT OR TEXT electronically as a Microsoft Word Document (.doc) or Acrobat Reader (.pdf) file.



- IMAGES are to be submitted as jpeg or png files.

- AUDIO as a mp3 file



- VIDEO materials can be submitted in a mp4 format or a YouTube address link can be shared from your channel.



Please make checks payable to:

**SPEAKIN' OUT NEWS**

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(For your convenience, we also accept ALL major credit cards)