



We will be closed for the holidays from **December 24** through **January 4**. We will reopen **January 7**.

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Halloween party!



Newsletters Ink PLUS threw a spooktacular Halloween party this year! The winners of our costume contest were:

Left to right:

Scariest—Bob “Gorilla Reaper” Dryer

Funniest—Chris “Static Cling” Hofmann

Most Original—Jeff “Replacement Jefferee” Ruth



Envelope or self-mailer?

When mailing a client newsletter, you have the choice of sending it as a self-contained mailer or putting it in an envelope. Is one way better than the other?

The short answer is no; as long as it's getting there and contains valuable content, in or out of an envelope doesn't make much difference. The long answer is that the self-mailer looks like the more effective choice. Here's why:

- **Cost**—A newsletter mailing without an envelope must be “tabbed” shut with stickers. This may be an added cost, but is less expensive than the cost of buying and stuffing envelopes.
- **Impact**—Since a self-mailer isn't hidden inside an envelope, you can include “teasers” to encourage readers to take a look. It catches the eye.
- **Differentiation**—The average stack of mail will contain more pieces *in* envelopes than *out*. Using a self-mailer is another way to make your message stand out.