



Electronic Publishing – Do's & Don'ts of E-Zines

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FeedDealer.Com

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Electronic Publishing – Do's & Don'ts of E-Zines

u What is an E-Zine?

- An E-Zine is an electronic version of a magazine, and usually does not exist in print.
- An E-Zine is not a downloadable version of a print magazine.
- HTML (or plain ASCII) email file

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u Why do an E-Zine

- Inexpensive way to communicating with a large audience
- More timely than print media (i.e. delivery time)
- Increase customer loyalty and your business image (creates and maintains relationships)

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u Before you begin, you need to...

- On paper, layout the E-Zine's
 - F Content
 - F Format
 - F Frequency of delivery
 - F Who is going to deliver the E-Zine

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- u Before you begin, you need to...
 - Remember, the same amount of work, tasks and steps are involved in developing a E-Zine as are required for a traditional paper publication.

Electronic Publishing – Do's & Don'ts of E-Zines

- u A must checklist for an E-Zine
 - Only use “opt-in” email addresses
 - The sending email address must be “real”
 - The message subject must reflect the content of the message

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- u A must checklist for an E-Zine (cont)
 - You must provide your physical US mail address in the E-Zine
 - You must indicate how to stop receiving the E-Zine
 - Should not have attached files

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- u A must checklist for an E-Zine (cont)
 - Minimize advertising in the E-Zine
 - Photos, PDFs, etc need to be linked to but not included in the message
 - Do not use Java Script in the E-Zine
 - On your website, provide an archive

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- u Where do I find “opt-in” E-Mail addresses
 - Fish-Bowl on the sales counter
 - Self registration form on your website
 - Customer E-mails
 - Purchased from reliable source (I suggest not using!)

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Welcome to the **Roy Frey Western** registration center. You now can add yourself to our distribution list and even register for the electronic version of our newsletter which is e-mailed.

Please provide your current mailing information.

Prefix:

First Name:

Last Name:

Company:

Address:

City:

State:

Zip Code:

Phone:

You must provide a valid e-mail address if you wish to receive the electronic bi-weekly version of the **Roy Frey Western** newsletter.

Email Address:

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u How do I create the E-Zine

- If the E-Zine is going to be HTML then use a web editor. I would not suggest using Microsoft Word, as it includes items that are email security unfriendly
- If the E-Zine is going to be ASCII, then use a word processor, but save the file as ASCII

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What does an “ideal” E-Zine look
like?

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Checkerboard Corral



Electronic Newsletter

Calendar

Timely Reminders

Useful Web Sites

Questions & Comments

Contact Information

December 19, 2005
Volume 1, Number 10

Merry Christmas Folks!

I hope everyone is doing fine and enjoying a great Christmas Holiday Season. I have been trying to play catch-up from being at the NFR for over a week. It was a great experience getting to work the "America's Horse Country Booth" at the Cowboy Christmas Expo and airing our "Checkerboard Corral Cowboy-UP-date" radio show from Las Vegas.

By now everyone should have received their Winter Edition of the Checkerboard Corral. We are getting a great response for our Horsemen's Priority Clinic to be held at the Kansas Expocentre in Topeka on Feb.4th & Feb.5th. We hope you can attend it will great experience.

Craig Cameron is going to make an early appearance to the area in February before his tour in April. Plans are to have a Purina Event with him on Feb.21 in the Leavenworth, Kansas area, Feb.22 in LaCygne, Ks., and Feb.23rd in Sedalia, Mo.. Be watching for details in the future Electronic Letters and the 2006 Stallion Edition. There is also a series of clinics through April 19th through April 26 in the area.

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Calendar of Events	Timely Reminder	Useful Web Sites For Horse Owners	Questions & Comments	Contact Information
	Classified Ads	Past Issues	Stallion Showcase	

October 15, 2007
Volume 3, Number 20

Hello, Friends!

I hope all is going well with you. The next few weeks will be packed full of great events at this year's American Royal. The Livestock Show, Junior Rodeo, & PBR go on this weekend

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Courtesy of Fran Minnaert



Midwest Edition Electronic Newsletter

Calendar		Useful Web Sites	Questions & Comments	Contact Information
Merchandising/Business Operations	Cattle	Honor	Companion Animal	Horse

September 24, 2007
Volume 2, Number 9

I recently attended the Retail Solutions Expo in San Antonio. What a great learning event! I was somewhat of a sponge at the Expo as I took in as many of the training sessions as I

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HEIRLOOM ESTATE SALES

"From Trinkets to Treasures"



HEIRLOOM ESTATE SALES ANNOUNCEMENT

Rescheduled Town & Country Estate Sale – January 20-21, 2007 – 9:00 a.m. to 3:00 p.m. It is located at:

14026 Clairette Lane
Stratmore Subdivision
Town & Country, MO 63017

(Numbers on Saturday Only - from 8:00 a.m. till we open at 9:00 a.m.) Please look at website regarding numbers given out last Friday.

Please use our Website: www.heirloomestatesales.com for directions and pictures.

Stay safe.....we'll see you on Saturday-Sunday, January 20-21, 2007. **Don't miss this great Sale!**

Heirloom & Dedicated Staff

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Roy Frey Western Website	Store Hours:	Directions/Map to Store	Questions/Comments/Contact Information	Website Links to our Partners
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Volume 2, No. 10
October 11, 2007

We've got everything for ridin', ropin', rodeoin'
Jeans, hats, and boots & tack for showin'
We've got it all from tack to ties
So cowboy up down at Roy Frey's!

55th Anniversary Sale!

Help us celebrate our 55th anniversary at the store wide sale, October 26-27-28. All boots will be 20% off including, Muck boots, work, steel-toe, dress, exotics and kids boots. Store wide savings of 10% off all shirts, belts, jeans, hats, home décor and jewelry and Christmas! Get a free Cowboy Magic gift with \$55 purchase while they last. Get your felt hat cleaned and shaped by The Hat Doctor or order a custom hat. Many store specials! Live, 106.9 FM Country Legends, radio remote on Sunday. We only have 3 storewide sales a year and this is the last one of this year! Don't miss it!

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Calendar of upcoming events:

December-January

- **December 31st - January 1st** SHO-ME 2005 WINTER SALE, Boone County Fairgrounds, Columbia, MO, 10:30 am. For additional information, contact Robbie Rainer at (800) 748-7837 or (660) 263-8898 ([Click here to view flyer](#)) or go to www.charitonvet.com

February

- **February 4th** 1st CHOICE PERFORMANCE HORSE SALE, 10:00 am, Royal Oaks Arena, CR 100 at I44 (Exit 22) Carthage, MO. Includes Purina's Select Gelding Session and Two-Year-Old Futurity Prospects. ([Click here to view flyer](#))
- **February 4th & 5th** HORSEMAN'S PRIORITY CLINIC, Kansas Expo Centre, Topeka, KS. For information call Ernie Rodina (785) 418-6047 or Steve Stafford (918) 540-3320 ([Click here to view flyer](#))

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Useful Websites for horse owners:

- www.checkerboardcorral.com - Checkerboard Corral
- <http://horse.purinamills.com> - Purina Mills Horse page
- <http://kansasreining.org/> - Kansas Reining Horse Assn.
- www.midamericaequinesales.com Mid America Equine Sales
- www.rockin-rc.com Cindy Branham
- www.americandiscoveryride.com - Linda Losey
- www.bestofamericabyhorseback.com Best Of America By Horseback.
- www.kerrykuhn.com Kerry Kuhn

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Questions & Comments:

We at the Checkerboard Corral would love to hear any questions, comments or suggestions you might have, and we are always looking for items to add to this publication. To contact us, please send an e-mail to Ernie.Rodina@agbusinessmail.net and have a great day!

Past issues of the Checkerboard Corral and all associated event flyers can be viewed on-line by [clicking here](#).

If you wish to not receive this publication, please send an e-mail message to Dr.Mike@agbusinessmail.net and indicate you wish to unsubscribe to the Checkerboard Corral E-Newsletter.

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Contact Information:

To submit any information you would like us to consider for publication on our website, in the printed publication or on this newsletter, e-mail your information to associate editor, Joann.Riggs@agbusinessmail.net

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Checkerboard Corral



Electronic Newsletter

Past Issues Archive

- [Vol. 1 Number 1 - August 1, 2005](#)
- [Vol. 1 Number 2 - August 15, 2005](#)
- [Vol. 1 Number 3 - September 5, 2005](#)
- [Vol. 1 Number 4 - September 19, 2005](#)
- [Vol. 1 Number 5 - October 3, 2005](#)
- [Vol. 1 Number 6 - October 17, 2005](#)
- [Vol. 1 Number 7 - November 7, 2005](#)
- [Vol. 1 Number 8 - November 21, 2005](#)
- [Vol. 1 Number 9 - December 5, 2005](#)
- [Vol. 1 Number 10 - December 19, 2005](#)

Subscription Registration

- [On-Line Subscription Registration form](#)

Classified Advertisements

- [On-Line Classified ads](#)

If you need help or have questions

Please feel free to contact us, and we will provide what ever advice or assistance we can. Our contact information is:

- Dr. Mike Stachiw - Dr.Mike@Agbusinessmail.net
- Rita Fosse – RitaFosse@Agbusinessmail.net
- JoAnn Riggs – JoAnn.Riggs@Agbusinessmail.net

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The End

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