

# Postmarketer3 Email Newsletter

Stanton Street is your go-to source for a variety of website development needs and services. We have worked for clients in an assortment of business areas, including:

- Health and Wellness
- Employment
- Parks and Destinations
- Recreation and Travel
- State and Local Government
- Education

Whether your business is in need of design and development of a new website, an event registration site, an intranet solution or an online newsletter system, Stanton Street can guide you down the proper avenue.

As the premier internet solutions company of the West Texas, Southern New Mexico, and Northern Mexico areas, Stanton Street has been fortunate enough to work with some of the most significant companies in the area. Over our twelve year history, we have built a multitude of sites for customers in a number of different industries, including financial institutions, not-for-profits and public corporations.

So, when your organization is ready to revisit the technological path, know that you can count on Stanton Street for directions!

## Product Description:

Stanton Street's PostMarketer email newsletter system will change the way you communicate with the world. Designed with your business in mind, our PostMarketer newsletter system will help you better connect to customers, members, clients, and constituents.

Your PostMarketer email newsletter can be used to announce special events, advertise a new product, or send out important information about your organization. Think of it as a mini website reaching your audience directly.

Stanton Street makes it easy for you to gain your customers' attention. We'll provide you with a customized newsletter template. All you have to do is fill in the blanks and hit send.

The PostMarketer system provides you immediate and measurable results. Want to know how many people read your newsletter? Did you have an email address bounce back? PostMarketer will let you.

Whether you're designing an entire site with us or just need a newsletter system, our designer will customize the look to your specifications. If you have an existing database of client email addresses, we can import your list. Also, starting your list from scratch is not a problem. You can quickly build a new database by collecting the email addresses of visitors to your website. All that is left for you to do is write your newsletter content and click send.

The screenshot displays the Postmarketer 3 dashboard. At the top, it shows the Stanton Street logo and the text 'Postmarketer 3'. Below this, it indicates the current date as 'Today is April 14, 2011' and the user is logged in as 'El Paso Electric'. The main content area is divided into two sections: 'Newsletters - Pending' and 'Newsletters - Sent'. The 'Newsletters - Sent' section contains a table with the following data:

Newsletters - Sent	2011	Show in Archive	Preview	Delete	Edit / Copy	Unique Recipients	Unique Viewers	# Bounced
Add Energy Efficiency to your "To Do" list this Spring April 6, 2011		★	🔍	✖	✍	48,915	6,409	176
A Letter from El Paso Electric CEO David Stevens March 2, 2011		★	🔍	✖	✍	47,996	10,227	151
Go On-line for Energy Savings February 9, 2011		★	🔍	✖	✍	47,440	7,039	194
Electrical Safety Tips for After the Holidays January 7, 2011		★	🔍	✖	✍	46,970	5,728	321

At the bottom of the interface, it says 'Powered by Stanton Street Technology Group'.

bright ideas from your electric company

January 2011 | El Paso

EL PASO ELECTRIC  
**Connections**

**Important numbers and information**

**EPE Trouble and Outage Lines**  
Texas: (915) 877-3400  
NM: (575) 523-7591

**EPE Customer Services**  
Texas: (915) 543-5970  
NM: (575) 526-5555

**Website**  
[www.epelectric.com](http://www.epelectric.com)

**Pay on-line/ Pay by phone**  
Visit the El Paso Electric website at [www.epelectric.com](http://www.epelectric.com) to review your online payment options. To pay by phone call 1-800-624-2142 to pay with credit card, debit card or electronic check.

**More walk-up payment locations**

EPE customers can pay their bills at more than 60 authorized payment locations. For locations near you, visit [El Paso Electric's website](http://El Paso Electric's website).

Cash payments can also be made 24-hours-a-day, at self-serve payment stations in select Albertsons, Circle K, Howdy's and Good Time stores. A list of all locations is available online, [www.epelectric.com](http://www.epelectric.com)

**Electrical Safety Tips for After the Holidays**

With the holidays behind us, it's time to take down seasonal decorations and put them away for another year. El Paso Electric urges you to focus on electrical safety before you stuff those holiday light cords back into the box or place those animated displays back into storage.

[more...](#)



**Winter Energy Efficiency**

It's cold outside, but these energy efficiency tips will help you keep warm and cozy at home and save money at the same time.

[more...](#)



**Fireplace Safety**

Each winter, needless fires and accidents are caused by faulty or improperly serviced heating equipment, including fireplaces. Most of these problems can be avoided by checking equipment and by practicing common sense in heating safety.

[more...](#)



## Postmarketer3 Highlights:

- Customized newsletter template
- Manage and categorize multiple recipients easily
- Browse or search to find a specific recipient
- Schedule newsletter for a specific time and date
- Track delivery and receipt
- Save past newsletters
- System support available through Help Desk

## Stanton Street Pricing:

### Postmarketer3 Email Newsletter

Design and Set-up, First Template	\$500.00
Additional Template	\$300.00
0—50,000 emails (monthly)	\$75.00
50,001—100,000 emails (monthly)	\$125.00
100,001—150,000 emails (monthly)	\$175.00