

How to know what kind of online newsletter to publish

Online newsletters are gaining in popularity for good reason. Because no printing or mailing costs are involved, online newsletters can usually be published for a fraction of the cost of traditional printed newsletters. And because online newsletters can be instantly delivered to readers throughout the world at the click of a button, these publications are ideal for communicating timely information to readers.

Most online newsletters are distributed to readers in two ways: through e-mail or through a Web (Internet or intranet) site. As you read through this article, keep in mind that a person who has an e-mail account doesn't necessarily have Internet access. Many people mistakenly use these terms interchangeably. Some people can receive e-mails, but cannot go out onto the Internet and view Web pages.

Each type of online newsletter has its own strengths and weaknesses, as well as its own unique software requirements for viewing.

The type of online newsletter that is best for your company depends on your readers' computer and software limitations. See the table below for a brief summary.