

We are a publisher of wholesome content newsletters, primarily for woman, in such areas as crafting, health, family activities and cooking. Our typical consumer comes to our web site, registers for one or more newsletters, receives an e-mail confirmation request and only then is added to our content newsletters.

Our 45+ content newsletters typically come out 1 – 7 times per week. Our typical format is three tips or offers (i.e. craft tips) in text format, with a 7-line text ad at top and bottom. A few requests for clarification:

1. Text adds in newsletters – there is confusion whether a suppression list is needed for a text ad or similar that runs in a content newsletter. Our comparison is that it would be a burden on a traditional radio or television station to “suppress certain ads” if required by consumer desire and regulation. It is a similar burden for an on-line publisher who does not charge for the content newsletter, but rather relies on advertising revenue to produce the content for consumers. We suggest that the FTC clarify that a suppression list is not necessary for ads in content newsletters.
2. Offers in newsletters – for some of our newsletters, the content may actually be ads. As an example, a cooking bargain newsletter we produce may have offers from 3 – 10 merchants. The consumer has signed up, confirmed their subscription and requests these content newsletters. They may not want to get a solo from Advertiser ABC, but may want to hear about the coupon or offer Advertiser ABC has to offer in their requested content newsletter. We suggest that the FTC clarify that a suppression list is not necessary for offers in content newsletters that may in fact be paid ads if the content is requested by the consumer.
3. Solos to subscribers – our newsletters are primarily one-page text newsletters with 3 tips (i.e. one recipe, one tool review and one cooking idea). Our advertisers may desire to reach this audience with a standard four-color magazine type ad that we call a solo mailing. Such solos are necessary since the standard content editions do not allow for four-color ads in a typical format advertisers desire. We suggest that the FTC clarify that a suppression list is not necessary for solos that go to content newsletters where the consumer is an active subscriber and has not unsubscribed.

Thank you for taking the time to review our suggestions. We have been publishing niche content on-line for consumers since 1996.

Sincerely,  
Ampere Media LLC

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