

Issue Header, Sponsor Block and Footer

the from line, subject line, opening sections and footer block of a newsletter issue, checked against the primary purpose criteria and the sender, address and opt-out provisions the Federal Trade Commission and the statute publish | Final specimen

<https://editfast.com/editing-services/online-creators-and-solo-businesses/newsletter-writers/>

A from line naming two parties, a subject line describing only the sponsor, the subscription notice placed below the sponsor block, a recommendation whose paid arrangement is disclosed nowhere near it, a superseded street address, and an opt-out asking for two things the rule does not permit it to require.

FINAL TEXT

SPECIMEN, PREPARED BY EDITFAST FOR ILLUSTRATION. NOT A REAL NEWSLETTER.

Prepared for an unnamed publisher (fictitious issue), header, opening sections and footer

EXTRACT FROM THE SENDER'S RECORD (reproduced unchanged in both panels)

SR-1 The sender is Meridian Letters LLC.

SR-2 Every address on the list was added when a reader subscribed on the sender's own site.

SR-3 The issue carries one paid sponsor block, placed by Halloway Tools.

SR-4 The sender's registered post office box is Box 418, Ashford.

SR-5 The street address printed in the footer below was the sender's until 2024 and is no longer in use.

SR-6 The link at 3.2 pays the sender a commission on each sale, and no issue has said so.

SR-7 The opt-out page asks a reader for an email address, a reason for leaving, and a password.

SR-8 The sender has not decided whether to name a single party in the from line.

SR-9 Halloway Tools has not been asked to take on any obligation of its own.

ISSUE AS DRAFTED

1.1 From: Meridian Letters [sole sender designation to be settled by the sender]

1.2 Subject: Your renewal date, this week's drainage filings, and a message from Halloway Tools

2.1 Your paid subscription renews on April 3.

2.2 A message from our sponsor. Halloway Tools has cut prices on the bench range through the end of the month, and the spring catalog is out now.

3.1 This week we read the county's new drainage filings so you do not have to.

3.2 We recommend the Halloway bench vise. Meridian Letters is paid a commission on each sale made through this link.

4.1 To unsubscribe, reply to this message, or visit the unsubscribe page and enter the email address this issue reached. [see query]

4.2 Meridian Letters LLC, Box 418, Ashford

[Query to the sender: SR-8 records that the sole sender question is open. Under 16 CFR 316.2(m) the from line is where a single sender is named, and the conditions attached to that designation include compliance obligations that SR-9 records nobody has taken on. Which parties are senders of this issue, and which address belongs at 4.2 as a result, are the sender's decisions and its counsel's. SR-7 records that the opt-out page asks for a reason and a password, and 4.1 has been rewritten to describe an opt-out that does not; whether the page itself changes is not an editorial matter.]

EXAMPLE
FOR ILLUSTRATION ONLY