

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 | Marked-up specimen

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notice placed below the sponsor block, a recommendation whose paid arrangement is disclosed nowhere near it, a superseded street address, and an opt-out asking for two things the rule does not permit it to require.

ORIGINAL, WITH EDITS MARKED

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 and Halloway Tools¹

1.2 Subject: Halloway's spring sale ends Friday²

2.1 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

2.2 Your paid subscription renews on April 3.⁴

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.⁵

4.1 To unsubscribe, log in, tell us why you are leaving, and confirm your password.⁶

4.2 Meridian Letters LLC, 22 Fenwick Street, Ashford⁷

WHAT CHANGED, AND WHY

#	Was	Now	Reason
1	1.1 From: Meridian Letters and Halloway Tools	1.1 From: Meridian Letters [sole sender designation to be settled by the sender]	16 CFR 316.2(m) deems each person whose product is promoted a sender, unless one person is identified in the from line as the sole sender and meets the other two conditions. A from line naming two parties names neither of them as sole sender. SR-8 records the decision as open, so the line now marks it rather than making it.
2	1.2 Subject: Halloway's spring sale ends Friday	1.2 Subject: Your renewal date, this week's drainage filings, and a message from Halloway Tools	The subject line test at 16 CFR 316.3(a)(2)(i) turns on what a recipient reasonably interpreting the subject line would likely conclude the message contains. The issue as drafted carries a renewal notice at 2.2 and reporting at 3.1, and the subject line named neither. The revised line names all three kinds of content the issue carries.
3	2.1 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.	2.1 Your paid subscription renews on April 3.	Under 16 CFR 316.3(a)(2)(ii) a message is deemed commercial where the transactional or relationship content does not appear, in whole or in substantial part, at the beginning of the body. The renewal notice was below the sponsor block. The two sections are exchanged, and no word of either is altered.
4	2.2 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.	This is the other half of the exchange at 2.1. The sponsor block keeps its wording and its heading, and moves below the renewal notice.
5	3.2 We recommend the Halloway bench vise.	3.2 We recommend the Halloway bench vise. Meridian Letters is paid a commission on each sale made through this link.	SR-6 records a commission and records that no issue has said so. 16 CFR 255.5(a) asks for disclosure of a connection that might materially affect the weight or credibility of the endorsement and that the audience does not reasonably expect. The Commission's guidance on digital advertising states that a disclosure is more likely to be effective where the reader sees it and the claim on the same screen, so the sentence sits beside the recommendation rather than in the footer.
6	4.1 To unsubscribe, log in, tell us why you are leaving, and confirm your password.	4.1 To unsubscribe, reply to this message, or visit the unsubscribe page and enter the email address this issue reached. [see query]	16 CFR 316.5 bars requiring information other than the recipient's electronic mail address and opt-out preferences, and bars any step except a reply message or a visit to a single Internet web page. SR-7 records that the page asks for a reason and a password. The sentence now describes an opt-out the rule permits, and the query records that the page behind it is the sender's to change.

#	Was	Now	Reason
7	4.2 Meridian Letters LLC, 22 Fenwick Street, Ashford	4.2 Meridian Letters LLC, Box 418, Ashford	SR-5 records that the street address stopped being the sender's in 2024. 15 U.S.C. 7704(a)(5)(A) asks for a valid physical postal address of the sender, and the Commission's compliance guide states that a registered post office box may serve. SR-4 supplies the box.

EXAMPLE
FOR ILLUSTRATION ONLY