[DATE]

Contact Name

Address

Address2

City,

State/Province

Zip/Postal Code

**RE: WE HAVE A NEW WEBSITE! WWW.YOURCOMPANY.COM**

Dear [CONTACT NAME],

You may have seen our advertisements in [PUBLICATION] and [SPECIFY] explaining all the great FREE resources available on [YOUR COMPANY NAME]’s website: www.yourcompany.com.

Available on our site are resources like [LIST ALL FEATURES] and much, much more (see the enclosed advertisement reprint for details).

The good news is that as a [YOUR COMPANY NAME] customer, you are automatically entitled to our premium website access (“Gold Level” access)!

As a Gold Level member, you can get many additional valuable resources that other visitors cannot get, including unlimited onscreen viewing and downloadable material such as the complete and up-to-date data cards for all our lists.

For further details and to activate your exclusive Gold Level access, simply log onto our website right now at www.yourcompany.com/GoldLogin

But be warned...once you see how fast, easy and convenient it is to access information on our site, you may never go back to paper again.

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]

[IF SENT BY EMAIL YOU MAY INCLUDE THIS NOTICE]

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