

TEMPLATE — DELETE THIS CHIP BEFORE SENDING

[Your Newsletter]

[One sentence: what a subscriber actually gets each issue — not a slogan.]

[CATEGORY]

[SUBSTACK OR BEEHIIV]

[WEEKLY / TWICE-WEEKLY]

[YOURNEWSLETTER.COM]

INDEPENDENT WRITER

01 · AUDIENCE

[X,XXX]
subscribers · paid + free, as of [date]

30-day open rate	[XX]%
30-day click rate	[X.X]%
Paid share (if any)	[X]% or n/a
Growth, last 90 days	[+/- X]

02 · DEMOGRAPHICS

Who is on the list

Primary work	[role / industry]
Seniority mix	[IC / manager / exec]
Geography	[US / UK / other]
Buying context	[tools, services, B2C]
How you know this	[survey / host / guess]

03 · FREQUENCY

When it goes out

Cadence	[Weekly]
Send day / time	[Tue, 7am ET]
Typical length	[X-min read]
Primary placement	[Top of issue]
Extra issues	[None / name them]

Ad specifications

Built for the two hosts independent writers actually use. Confirm live in your editor before a first send.

Beehiiv

EMAIL BODY

Image width	600px (1200px for retina)
File types	PNG or JPG; GIF under ~1MB
Copy length	50–120 words for a primary
CTA	One button or one text link
Tracking	Your UTM on one destination URL
Due	Creative [3] days before send
Label	Mark as advertisement in-body

Substack

EMAIL + APP

Image width	600–1456px; email crops to ~600
File types	PNG or JPG; keep GIFs light
Copy length	50–120 words for a primary
CTA	One link or native button
Tracking	Your UTM on one destination URL
Due	Creative [3] days before send
Label	Mark as advertisement in-body

Past sponsors

Three sample slots. Replace with real names you have permission to list, or delete the row.

[EXAMPLE]

[Sponsor name]
[Category] · Primary, 4-week
What they ran: [one line, or delete]

[EXAMPLE]

[Sponsor name]
[Category] · Dedicated send
What they ran: [one line, or delete]

[EXAMPLE]

[Sponsor name]
[Category] · Secondary, 8-week
What they ran: [one line, or delete]

Ready to book a week?
Attach the rate card. Confirm dates in writing before copy is due. Do not invent results.

EMAIL
[you@yournewsletter.com]

NEXT OPEN WEEKS
[list 2–4 dates]