

internet.com

Linux Start
Start
your Linux
engine!

click now!

internet.com

internet.com
presents:
Internet Breakfast
Forums
Click Here for Info

internet.com
presents:
Internet Breakfast
Forums
Click Here for Info

seattlejobs

Got
a Story Idea?

Search seattle.
internet.com

Search internet.com

Subscribe Now!

To
seattle.internet.com
Daily

html • text

More Free Newsletters

Internet News Bureau

Let us filter through the noise for the news you need.

news

An Advertising-based Mail System?

By [Michael Chait](#)

While everyone is used to free e-mail from the likes of Hotmail and Yahoo, one Portland-based company is taking the same advertising-based revenue model to the mail system.

Zairmail, Inc., in an attempt to facilitate convergence between the Internet and postal mail, allows you to write your letter at their website, at which point, the company routes this message to a print production facility closest to the recipient, where a personal letter is printed, addressed and inserted into an envelope.

"Competition from email and online transactions has once again forced the postal service to raise postal rates, directly affecting consumers who are the prevalent users of first-class mail," says Wilson Zehr, CEO of Zairmail.

But just like the banners atop your inbox on Hotmail, you won't be able to escape the ads. Or at least the recipient won't be able to escape the ads. The letter can be sent for free if the sender chooses to include product information from national advertisers listed on the site, which can be selected in part by the sender.

If a sender prefers not to include a customized ad page, each letter will cost the consumer between \$.65 and a \$1.00 depending on the number of letters purchased.

According to Zehr: "Zairmail letters are better than free -- because they include attractive offers from advertisers, targeted to the demographics and personal interests of the letter recipient."

Only time will tell if the recipients of such targeted ads feel as strongly as Zehr.

internet.com
presents:
Internet Breakfast
Forums
Click Here for Info

internet.com
presents:
Internet Breakfast
Forums
Click Here for Info

Sponsored by: Genuity

internetnews.com

Today's Headlines

[Burpee Cultivates Garden.com's Clients](#)

[Oracle, AmEx Partner in E-Commerce Endeavor](#)

[Turbolinux, Big Blue Partnership Going Strong](#)

[Terra Lycos Bullish on Raging Bull](#)

[Liquid Audio Adds BMG Music Selections to its Kiosk](#)

InternetNews
Sections

seattle.
internet.com
Channels

News1007 re .40.2 0.2 0 0 1.4749 21.0372 706.962649d588eattleBrief 21.0372 690.90073326.644 r75.6421073326.6440.2 0

internet.commerce

[Be a Partner](#)

[Internet Jobs](#)

[E-Business Exchange](#)

[IT Services](#)

[Track Time &](#)

[Expenses](#)

[Web System Integrator](#)

[Get Targeted Traffic](#)

[Document Management](#)

[Training Solutions](#)

[PocketPC/Wireless Dev](#)

[Volume Licensing](#)