Newsletter - Newsletter service general information

If you are interested in using our Newsletter service, then please send an email with the subject "**Register to Newsletter service**" to support@newsmailer.ethz.ch

Newsletters are not mailings, as we know them from the mailinglists, but they are **a marketing tool with many and complex features** like link tracking, reporting, personalisation and an adaptive template with predefined areas for images.

In case you do not need these features, we recommend to use our free mailinglist tool Sympa.

When using our Newsletter service, you are required to use the ETH template and the colours of the colour catalog provided by Corporate Communications.

A **subscription** for a certain newsletter is generally done via registration form. These forms can be integrated into your AEM website. Deregistration is always done via "Unsubscribe" link in the footer of a personally received newsletter.

For registrations, we provide Double Opt-in, for deregistration Single Opt-out.

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