

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:  
Name  
Address Line 1  
Address Line 2  
City, State Zip Code

Date

Name  
Company  
Address Line  
City, State Zip Code

Re: Offer of Renewal of Lapsed Subscription

Dear :

If you do not get the news as soon as it happens, is it really news? NOW News is dedicated to bringing you the current news stories as they are happening. However, how can you know, if you're not subscribing to NOW News? We noticed that your subscription has lapsed. Renew your subscription today to find out what is happening, as it happens. You may renew your subscription by phone, mail, or e-mail. Do it now, before the new news is old news!

Sincerely,

N A M E