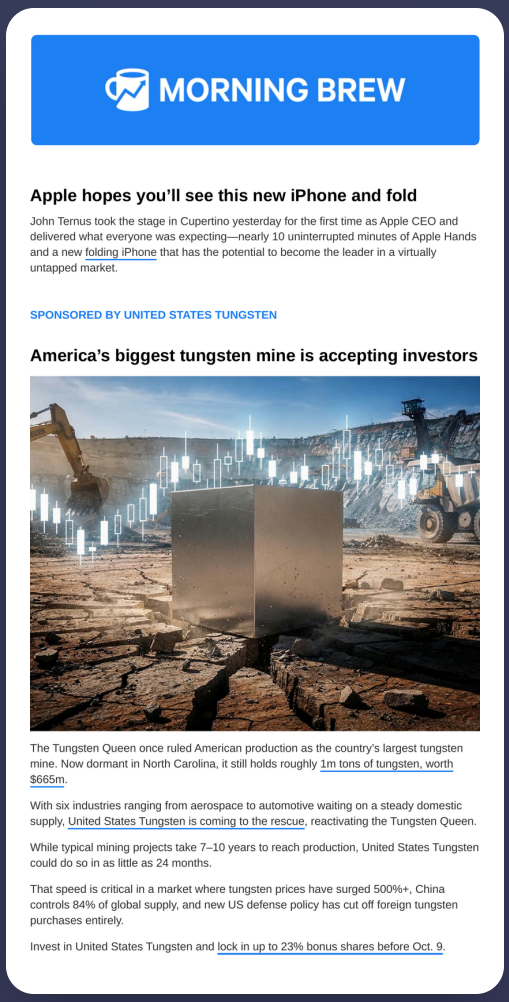
FOR ADVERTISERS

Test premium newsletter audiences without the rate card risk.

Wellput is a managed service that places newsletter sponsorships on a dynamic CPC model. Test across dozens of premium and niche audiences, find the ones that resonate for your brand, then concentrate spend on what's performing best.



MORNING BREW

Apple hopes you'll see this new iPhone and fold

John Ternus took the stage in Cupertino yesterday for the first time as Apple CEO and delivered what everyone was expecting—nearly 10 uninterrupted minutes of Apple Hands and a new folding iPhone that has the potential to become the leader in a virtually untapped market.

SPONSORED BY UNITED STATES TUNGSTEN

America's biggest tungsten mine is accepting investors

The Tungsten Queen once ruled American production as the country's largest tungsten mine. Now dormant in North Carolina, it still holds roughly 1m tons of tungsten, worth $665m.

With six industries ranging from aerospace to automotive waiting on a steady domestic supply, United States Tungsten is coming to the rescue, reactivating the Tungsten Queen.

While typical mining projects take 7–10 years to reach production, United States Tungsten could do so in as little as 24 months.

That speed is critical in a market where tungsten prices have surged 500%+, China controls 84% of global supply, and new US defense policy has cut off foreign tungsten purchases entirely.

Invest in United States Tungsten and lock in up to 23% bonus shares before Oct. 9.

A native sponsorship inside Morning Brew

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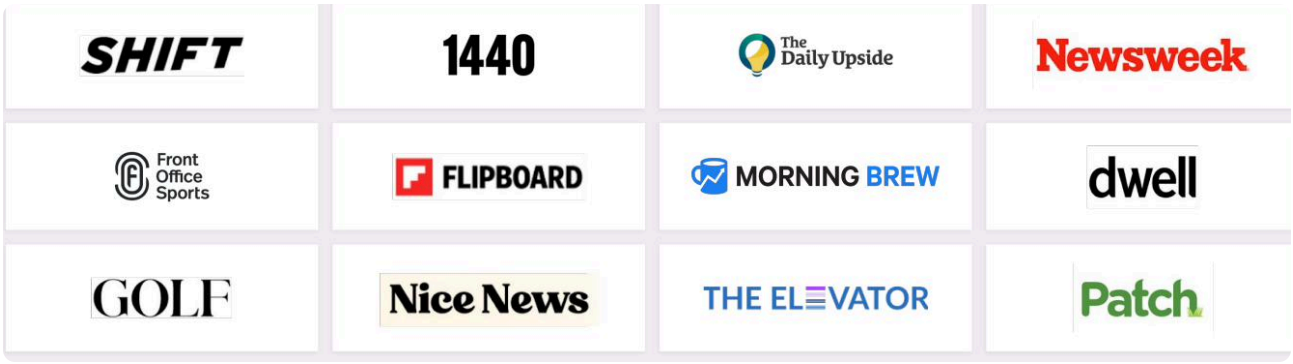
One managed service across premium and niche publishers.

400 million
Combined audience across active publishers

1,000+
Active newsletters in the network

20K+
Minimum subscribers per publisher

PUBLISHERS



A selection of premium and niche publishers in the Wellput network.

AUDIENCE

The average newsletter audience is slightly older, more educated, more conservative, and wealthier than the average internet user. Because campaigns run across both premium titles and targeted niche newsletters, advertisers can reach broad, high value audiences or tailor the offer to a specific reader profile by content vertical.

Verticals include news, finance, technology, health and wellness, travel, food, home, sports, and productivity, among others.

OVERVIEW

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Managed access to premium and niche newsletter audiences.

Wellput is a managed service that places newsletter sponsorships on a dynamic CPC model. Instead of paying rate card on a single send and hoping it works, you test across the network, find the audiences that convert for your brand, and move budget to the winners. We handle publisher outreach, creative guidance, optimization, and transparent reporting.

WHAT YOU GET

Premium publisher access

Test across a growing roster of premium newsletter publishers without sourcing each deal individually.

CPC, not rate card

Pay per click, not per send. Dynamic CPC pricing improves performance over time, so you are not committing large budgets up front and hoping a placement works.

Test, then scale

Test across premium titles plus dozens of niche newsletters, identify what converts, then scale into the winners.

HOW IT WORKS

Discovery

Small budget tests across premium and niche titles, read early with full funnel signals like second pageviews to find which audiences convert for your brand.

→

Optimized

Concentrate spend in the newsletters that proved viable, at CPC pricing set to hit your performance goal. Spend shifts from Discovery to Optimized automatically.

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Choose how you run, and where you run.

Every campaign is shaped around two choices: how it runs over time, and how much of the network it runs across. Start narrow and expand as audiences prove out.

PROGRAM

Flight

A campaign built around a specific moment such as a launch, a seasonal or holiday push, or an event.

Recurring

An always on program. Spend begins in Discovery and shifts to Optimized as newsletters prove viable, so performance improves over time.

NETWORK SCOPE

Niche only

Run across targeted niche newsletters for efficient testing, a lower entry point, and tight audience fit by content vertical.

Premium and niche

Add premium publishers such as Morning Brew, 1440, The Daily Upside, and Newsweek for greater scale and reach alongside niche titles. You approve the premium publishers up front.

AD FORMATS

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Native newsletter sponsorships.

Wellput runs native sponsored content that reads in the voice of the newsletter and reaches readers in the trusted context of the send.

Presenting sponsorship

The primary placement in the send, with the most space for copy and creative.

Supporting placement

A secondary unit for a lighter presence or a complementary offer in the same send.

CREATIVE SPECIFICATIONS

ELEMENT	SPECIFICATION
Advertiser logo	Included with every unit.
Image (optional)	800 pixels wide, 400 to 600 pixels tall.
Headline	50 characters maximum.
Body copy	Up to 750 characters for a presenting sponsorship, up to 500 characters for a supporting placement.
Call to action button	Optional. 20 characters maximum.
Footnote	Optional. 50 characters maximum.

Creative and landing page best practices are available. Development can also be included.

PRICING

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Dynamic CPC with a max bid.

You set a maximum cost per click. That ceiling is the most Wellput will ever pay, and the effective rate moves with performance. Strong performance lifts the rate to win more inventory, weak performance brings it down. You pay for clicks, not for sends.

SAMPLE MAX CPC

B2C

$3.00

Typical maximum cost per click for consumer brands.

B2B

$5.00

Typical maximum cost per click for business audiences.

INVESTMENT

Flight

$5,000

minimum budget

A single moment driven campaign, about two weeks lead time, running two weeks or longer.

Recurring

$25,000

over a three month commitment

An always on program with a monthly budget of $5,000 to $15,000.

Billed monthly. Cancel with two weeks notice, anytime.

TARGETING

By publisher

You approve the premium publishers up front. Publishers opt in to the campaigns they believe will convert for their audience.

By vertical

Reach readers by content category, from finance and technology to health, travel, and more.

By audience

Match a specific reader profile across premium and niche titles, then scale into the audiences that perform.

RESULTS

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Performance and scale for newsletter sponsorships.

From consumer brands to business lead generation, advertisers use Wellput as a repeatable acquisition channel. They test products, newsletters, and creatives across the network, then concentrate spend on what performs.

157%

ROAS through email newsletter sponsorships

NativePath

HEALTH AND WELLNESS

NativePath focuses on newsletters that reach health and wellness readers, tests various products and creatives, and optimizes based on performance while maintaining a strong ROAS.

> *"Wellput is the only company that has been able to provide performance and scale for newsletter sponsorships. The ROAS is fantastic! Well above target!"*

Sara Henderson, Paid Media Manager, NativePath

4,000+

Leads generated at a predictable cost per lead

BELAY

BUSINESS SERVICES

BELAY reaches business owners, founders, and executives through newsletters on entrepreneurship, leadership, productivity, and finance, turning them into leads at a predictable cost per lead. It has partnered with Wellput since August 2024, with a 44% newsletter viability rate and 20,000+ net clicks delivered.

> *"I'm super happy with the form submissions. Wellput is one of our best performers."*

Mallory Drake, BELAY

Read the full case studies at **wellput.io/case-studies**

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GET STARTED

Let's find the premium audiences that convert for your brand.

Share your landing pages, performance goals, past and current newsletter sponsorships, and target audience. We will put together a proposal with examples of premium and niche audiences that are the right fit for your brand.

EMAIL

sales@wellput.io

WEB

wellput.io

Get a proposal

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