**GALTime Newsletter Evaluation**

GALTime already has a weekly newsletter that acts as a condensed version of the website itself. The newsletter highlights the newest, most popular content and always leaves room for current contests and sweepstakes. Though the emphasis varies over each newsletter, main stories usually cover cooking, lifestyle, fashion, and family.

The newsletter is sent through e-mail to those who sign up with their e-mail address. There is no cost for the newsletter. The colors are bright and the format is easy to navigate and clear. The language is very light-hearted and informal, much like the website.

Overall, there is not much that can be done to improve the current newsletter because it serves the purpose it is meant to serve very well.