

This is a sample email communication that libraries can send to patrons to announce and introduce the digital library collection. This can be edited to accommodate different media formats.

August 2006

Subject: Digital Media Downloads from **[Library Name]**

Dear Patron,

Free, digital downloads are now available online from **[Library Name]!** We are pleased to announce our new online digital media collection. The new service makes it possible for you to check out and download digital books, music, and video anytime, from anywhere in the world. To get started click here: [\[http://yourURL\]](http://yourURL)

What is Digital Media?

We offer two types of digital books: eBooks and digital Audio Books. An eBook is a text-based, digital version of a book that can be read on your home computer, Macintosh, Smartphone, Palm OS device, or PocketPC. Digital Audio Books, which are spoken-word digital audio files, can be enjoyed on your PC and hundreds of portable audio devices—you can even burn them to CD and listen in your car or on any standard CD player. Digital music and video can be downloaded to your personal PC, and enjoyed at home or transferred to any compatible MP3 player or portable device.

How It Works

Just install the free software from our website, then browse our collection of fiction, mysteries, romance, nonfiction, best sellers, and more. When you're ready, you can download the digital titles directly to your home computer, transfer them to an MP3 player or portable device, or burn some audio books and music titles to CD. At the end of the lending period, your digital downloads are automatically returned — so there are never any late fees! A valid library card is all you need to begin enjoying digital media today!

Click here to get started: [\[http://yourURL\]](http://yourURL)

We hope that you'll share in our excitement of this new service.

Enjoy,

[Name of Library Representative and contact email]