

Dear [Subscriber's Name],

We hope this message finds you well. We would like to take this opportunity to thank you for being a valued subscriber of [Service/Publication Name].

We are writing to inform you about some changes to our subscription rates that will take effect on [Effective Date]. After careful consideration, we have revised our subscription rates to continue providing you with high-quality content and services.

New Subscription Rates:

- Monthly Subscription: \$[New Monthly Rate]
- Annual Subscription: \$[New Annual Rate]

We understand that changes can be challenging, and we want to ensure that you have ample time to adjust. All current subscriptions will continue at the old rate until [Cutoff Date].

If you have any questions or concerns regarding these changes, please do not hesitate to contact our customer support team at [Contact Information].

Thank you for your continued support.

Sincerely,

[Your Name]

[Your Position]

[Company/Organization Name]