



**Chamber of Commerce**

# Email Blast Advertising Guidelines

Thank you for your continued support of the Odessa Chamber of Commerce. The Odessa Chamber of Commerce offers E-Blast advertising to active Chamber members in good standing. Due to the popularity of this request, reservations are on a first come, first serve basis.

E-Blasts will be sent to our entire membership base, including past and current Leadership Odessa participants, the Young Professionals of Odessa membership base, and our other newsletter subscribers, totaling a reach of 3,000 people.

## General Information

- The solo E-blasts will be sent every Wednesday
- Advanced payment and is required to secure an email blast
- Acceptable payment forms are credit card and checks, Checks should be made out to the Odessa Chamber of Commerce with “E-blast Advertising” listed in the memo section. Invoicing is an available option, but must be paid in full prior to the send date
- Content is at the Chamber’s discretion and subject to Chamber approval. The Chamber has the right to refuse any advertising not consistent with the Chamber’s mission,
- Any implications of negativity or innuendos toward another business, the community, or others will be edited or refused

## Pricing

- Cost for a solo email blast price is calculated by the number of contacts, open rate, and advertising value
- (1) Email blast: **\$250 (Silver Members) \$200 (Gold Members)**
- (3) Email blast: **\$600 (Silver members) \$500 (Gold members)** *Limit one per month per business depending on availability*

## Deadlines

- Ad copy must be received for Chamber processing at least one week prior to the scheduled send date or the Chamber cannot guarantee its publication
- Refunds and rescheduling will not be warranted due to high-demand
- Advertisers must approve the layout and content before the close of business day the day before the email blast is sent
- If final approval is not received, the E-blast will be sent as is, and the Chamber will not be responsible for any errors

## Email Specs and Format

- The e-blast should be in a PDF format with Artwork included. In addition to the artwork, if there is a URL or website associated, the Chamber will include this in the email if requested.
- Our software for email blasting is Constant Contact. Its standard template width is 600 pixels, please note that images wider than 600 pixels may cause the template to display incorrectly.
- Please refer to us for additional questions on specs.
- We also accept custom templates in either HTML or XHTML Strict.



# Email Blast Advertising Form

\*Please note: Some months will have more available dates than others due to holidays, or Chamber closings.

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## E-Blast Dates (2017-2018)

<b>October</b> <del>October 11</del> <del>October 18</del> <del>October 5</del>	<b>November</b> <del>November 1</del> <del>November 8</del> <del>November 15</del> <del>November 29</del>	<b>December</b> <del>December 6</del> <del>December 13</del> <del>December 20</del>	<b>January</b> <del>January 10</del> <del>January 17</del> <del>January 24</del>	<b>February</b> <del>February 7</del> <del>February 14</del> <del>February 21</del> <del>February 28</del>	<b>March</b> <del>March 7</del> <del>March 14</del> <del>March 21</del> <del>March 28</del>	<b>April</b> <del>April 4</del> <del>April 11</del> <del>April 18</del> April 25
<b>May</b> <del>May 2</del> May 9 May 16 May 23 May 30	<b>June</b> June 6 June 13 June 20 June 27	<b>July</b> July 11 July 18 July 25	<b>August</b> August 1 August 8 August 15 August 22 August 29	<b>September</b> September 5 September 12 September 19 September 26		

## Purchaser Member Information

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

Please indicate the preferred email blast date (see production schedule above. The Chamber will confirm this date is available before processing payment.) E-Blast is due to the Chamber one week prior to the scheduled send date, see E-Blast guidelines form for specs and sizing information.

## Payment Information

(Check one) Single Blast \_\_\_\_\_ Three E-blasts \_\_\_\_\_ Total Amount \_\_\_\_\_

Payment type: \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_ Credit Card \_\_\_\_\_ Invoice (Must be paid prior to send date)

Credit Card \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Please send completed form to [madisont@odessachamber.com](mailto:madisont@odessachamber.com) with "E-Blast Advertising in subject line.  
For additional questions, contact Madison Tate at 432-333-7863