



Chamber of Commerce

## Email Blast Advertising Guidelines

Thank you for your continued support of the Odessa Chamber of Commerce. Effective October 1, the Odessa Chamber of Commerce will offer 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. Minimum 2 weeks advance purchase required, so plan ahead if e-blasts are event related or have deadlines.

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
- Ad copy must be sent to [madisont@odessachamber.com](mailto:madisont@odessachamber.com) with the title "Email Blast for (Company Name) on (E-Blast Date)" in the subject line
- 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: \$450 (Silver Members) \$300 (Gold Members)
- (3) Email blast: \$1,200 (Silver members) \$1,000 (Gold members) Limit one per month per business

### 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.
- 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.

For additional questions, email [madisont@odessachamber.com](mailto:madisont@odessachamber.com) or call 432-333-7863



# Email Blast Advertising Form

E-Blast advertising is available to active Chamber members in good standing. Minimum 2 weeks advance purchase required, so plan ahead if e-blasts are event related or have deadlines. 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 Chamber E-news subscribers,, totaling a reach of 3,000+ people.

Chamber of Commerce

## E-Blast Dates (2017-2018)

### October

October 11  
October 18  
October 5

### November

November 1  
November 8  
November 15  
November 29

### December

December 6  
December 13  
December 20

### January

January 10  
January 17  
January 24

### February

February 7  
February 14  
February 21  
February 28

### March

March 7  
March 14  
March 21  
March 28

### April

April 4  
April 11  
April 18  
April 25

### May

May 2  
May 9  
May 16  
May 23  
May 30

### June

June 6  
June 13  
June 20  
June 27

### July

July 11  
July 18  
July 25

### August

August 1  
August 8  
August 15  
August 22  
August 29

### September

September 5  
September 12  
September 19  
September 26

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

## 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 (\$450 silver members) (\$300 for Gold Members) \_\_\_\_\_

Three E-blasts (one per month)(\$1,200 silver members) (\$1,000 for Gold Members) \_\_\_\_\_

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