

The right place in Texas™



Email Blast Advertising Guidelines - *Nonprofit*

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.

Chamber of Commerce

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 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

- (1) Email blast: \$150
- (3) Email blast: \$400 *Limit one per month per business with this option*

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 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 with "E-Blast Advertising in subject line.
For additional questions, contact Madison Tate at 432-333-7863