



## 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](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

- (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.



Chamber of Commerce

# Email Blast Advertising Form - *Nonprofit*

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 2000 people.

## E-Blast Dates (2017-2018)

|  |   |  |   |  |   |   |
|--|---|--|---|--|---|---|
| <b>October</b><br><del>October 11</del><br><del>October 18</del><br><del>October 5</del> | <b>November</b><br><del>November 1</del><br><del>November 8</del><br><del>November 15</del><br><del>November 29</del> | <b>December</b><br><del>December 6</del><br><del>December 13</del><br><del>December 20</del> | <b>January</b><br><del>January 10</del><br><del>January 17</del><br><del>January 24</del> | <b>February</b><br><del>February 7</del><br><del>February 14</del><br><del>February 21</del><br><del>February 28</del> | <b>March</b><br><del>March 7</del><br><del>March 14</del><br><del>March 21</del><br><del>March 28</del>           | <b>April</b><br>April 4<br>April 11<br>April 18<br>April 25 |
| <b>May</b><br><del>May 2</del><br>May 9<br>May 16<br>May 23<br>May 30                    | <b>June</b><br>June 6<br>June 13<br>June 20<br>June 27  | <b>July</b><br>July 11<br>July 18<br>July 25   | <b>August</b><br>August 1<br>August 8<br>August 15<br>August 22<br>August 29              | <b>September</b><br>September 5<br>September 12<br>September 19<br>September 26  | <b>*Please note: Some months will have more available dates than others due to holidays, or Chamber closings.</b> |   |

## 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 (one per month)** \_\_\_\_\_

**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