



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
- 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 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.



Chamber of Commerce

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.

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** _____ **Three E-blasts (one per month)** _____ **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 with "E-Blast Advertising in subject line. For additional questions, contact Madison Tate at 432-333-7863