



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.

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 2,000 people.

Chamber of Commerce

General Information

- E-blasts are sent once a week on Wednesdays
- 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,

Pricing

- (1) Email blast: Silver Members **\$250** _____ Gold Members **\$200** _____
- (3) Email blast: Silver Members **\$600** _____ Gold Members **\$500** _____ *(Limit one per month per depending on availability)*

Nonprofit Pricing

- (1) Email blast: **\$150** _____
- (3) Email blast: **\$400** _____ *(Limit one per month per depending on availability)*

Deadlines

- Ad copy must be received for Chamber processing at least one week prior to the scheduled send date
- 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.



Chamber of Commerce

Email Blast Advertising Form

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

E-Blast Dates (2018-2019)

Please circle desired dates

October October 3 October 10 October 17 October 24 <u>October 31</u>	November November 7 November 14 November 21 November 28	December December 5 December 12 December 19	January January 2 January 9 January 16 January 23 January 30	February February 6 February 13 February 20 February 27	March March 6 March 13 March 20 March 27	April April 3 April 10 April 17 April 24
May May 1 May 8 May 15 May 22 May 29	June June 5 June 12 June 19 June 26	July July 3 July 10 July 17 July 24 July 31	August August 7 August 14 August 21 August 28	September September 4 September 11 September 18 September 25		

Purchaser Member Information

Business Name: _____

Contact: _____

Address: _____

Eblast date Requested: _____

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

FOR OFFICE USE ONLY

Approved: _____ Date: _____