



# 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

<b>October</b> <del>October 3</del> October 10 <del>October 17</del> <del>October 24</del> <u>October 31</u>	<b>November</b> <del>November 7</del> November 14 November 21 <del>November 28</del>	<b>December</b> <del>December 5</del> <del>December 12</del> <del>December 19</del>	<b>January</b> <del>January 2</del> <del>January 9</del> January 16 <del>January 23</del> January 30	<b>February</b> February 6 <del>February 13</del> February 20 February 27	<b>March</b> March 6 March 13 March 20 March 27	<b>April</b> April 3 <del>April 10</del> April 17 April 24
<b>May</b> May 1 May 8 May 15 May 22 May 29	<b>June</b> June 5 June 12 June 19 June 26	<b>July</b> July 3 July 10 July 17 July 24 July 31	<b>August</b> August 7 August 14 August 21 August 28	<b>September</b> 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 [lynnva@odessachamber.com](mailto:lynnva@odessachamber.com) with "E-Blast Advertising in subject line. For additional questions, contact Lynn Van Amburgh at 432-333-7862

**FOR OFFICE USE ONLY**

Approved: \_\_\_\_\_ Date: \_\_\_\_\_