

DEKALB CHAMBER OF COMMERCE

164 E. Lincoln Hwy., DeKalb, IL 60115



E-Blast Guidelines

The DeKalb Chamber of Commerce offers current members an opportunity to purchase an E-Blast to go to the member contacts of the Chamber. Each E-Blast is sent using Constant Contact®. The content of the requested E-Blast will be submitted and sent with the following guidelines:

- The e-blast content should be sent as a 'flyer' or 'poster' image in a **JPG OR PDF - 600 x 800 px** to allow for maximum results.
- The **URL** to any links to the image(s) or text submitted should be included in your submission with specific instructions to clarify how they should be used.
- Each email will contain an E-Blast **heading**. The E-Blast heading should be a brief title or description to explain the E-Blast. This should be no more than 5 or 6 words.
- Each E-Blast request submitted should contain the requested **subject line**. These subject lines should be brief and no more than 75 characters (includes spaces between words).
- Contained in each E-Blast will be the note that this is a paid advertisement from a DeKalb Chamber Member.
- All E-Blast requests need to be scheduled with the DeKalb Chamber and scheduling will be done on a first-come-first-served basis. Requests should be submitted at least 7 days in advance of the requested date. Special requests will be handled based on availability.
- E-Blasts are sent out **Tuesday through Friday** with the Chamber E-Connection newsletter sent out on Mondays. No more than one paid E-Blast is sent out on any given date.
- Each E-Blast will provide one proof. The proof will be sent to the contact person's email address for review and a deadline to receive comments or changes. If the comments or changes are not received within the specified timeframe, then the E-Blast will go out as created.
- The Chamber is not responsible for errors in information.
- The Chamber reserves the right to edit or not accept E-Blasts as submitted.
- E-Blasts are sent to over 1500 contacts.

The cost* of a Member E-Blast is:

DeKalb Chamber Member = \$100 (110% Club Members = \$95)

DeKalb Chamber Non-Profit Social Service Member = \$75 (110% Club NFP = \$70)

2nd E-Blast with the Same Content = \$50

Pre-paid volume discount of \$20/e-blast when you purchase three or more

*You will be invoiced once the E-Blast is successfully sent or call to process a credit card payment. E-Blasts will only be accepted by DeKalb Chamber Members in good standing.

If you have questions about an E-Blast, contact **Rosalie Williams – Rosalie.williams@dekalb.org**

Strategic. Responsive. Collaborative.

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