

# DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



## E-Blast Guidelines 2020

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® and each social media post is sent out through Facebook. The content of the requested E-Blast and social media post 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, PDF, or PNG - 600 x 800 px** to allow for maximum results. Social Media Post should be an image **JPG or PNG 600 x 600 px** for best results. If we are only sent a PDF we will ask for a JPG for Facebook.
- 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 **subject**. 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 **preheader**. These subject lines should be brief and no more than 75 characters (includes spaces between words).
- Contained in each E-Blast and social media post will be a 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 and Social Media Post as submitted.
- E-Blasts are sent to over 1,600 contacts.

The cost\* of a Member E-Blast + Social Post is:

DeKalb Chamber Member = \$125 (110% Club Members = \$110)

DeKalb Chamber Non-Profit Social Service Member = \$100 (110% Club NFP = \$85)

2<sup>nd</sup> E-Blast with the Same Content = \$75

Package discount of \$25 off each E-Blast and Social Media Posts when you buy 3 or more  
(Must be pre-paid in full)

\*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.

Send content or if you have questions about an E-Blast, contact **Virginia Filicetti – [virginia.filicetti@dekalb.org](mailto:virginia.filicetti@dekalb.org)**