

Member-to-Member Blast Email Guidelines

E-Blasts are an excellent way to share information, promotions, events, and much more with our Business Community. When you send an E-Blast out through us, you are reaching thousands of people, and hundreds of businesses. The Chamber sends out all Blast emails through **Constant Contact®**.

Please follow the guidelines below:

- 1) **The image cannot be longer than one 8-1/2 x 11 page (portrait)** so that the recipients are able to open a one page message.
- 2) **Please provide us with a Subject Line that includes your company/organization name when you schedule your email blast.** To increase the value, we will create a link on the flyer to take the viewer directly to your homepage on our Chamber Website. *If you wish viewers to be directed to a different webpage, please include that link when you submit your email.* Great opportunity to show off your website!
- 3) **The image cannot be greater than 72dpi.** Anything larger and the quality of the image is greatly diminished when imported into Constant Contact®.
- 4) **The file size has to be under 3MB.** Anything larger and the image will not import into Constant Contact.
- 5) **ONLY PNG or JPEG image file formats will be accepted.**
- 6) We require a **5 Business Day Turnaround Minimum** to schedule out an E-Blast. Please make sure you get it to us with plenty of notice.
- 7) Please Email the final image file as an attachment to **info@stcharleschamber.com**

The content of the blast is copied and pasted within the limitations of the program. **We do not send a proof to the member – please ensure the information you send to us is correct prior to sending it.*

At the bottom of each email, the Chamber will state *“St. Charles Chamber of Commerce member to member blast email. This is a paid advertisement. For more information on advertising, contact the Chamber at 630/584-8384.”* On the bottom of the e-mail we are required to add *“Opt out information is linked to **SafeUnsubscribe™** through **Constant Contact®**.”*

Members must be in good standing to send out blast emails. We send out up to two member blast emails per weekday. Contact our Administrative Coordinator, at (630) 584-8384, to schedule your blast email. Scheduling is done on a first-come, first-served basis. To ensure that your Eblast goes out when you need it to, please reserve your slot as soon as possible

The cost of a blast email is \$100.00. Payment is due before scheduled date of eBlast. If you have a Blast Email Voucher, please ensure it is submitted before your scheduled eBlast date.

Non-Profit Friday eblast is \$50.00. Payment is due before scheduled date of eBlast. Friday blasts that are a grouping of nonprofits. Placement in the blast is first come first server, the number of participants also vary from week to week so there may be 1 or there could be 5 organizations included. If you have a Blast Email Voucher, please ensure it is submitted before your scheduled date.

Your blast email will be sent to approximately 1200 key business leaders.

The Chamber is not responsible for errors in information provided to us. Sender will be charged a \$50 re-send fee if a second blast email is required due to said errors.