

Member-to-Member Email Blast 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 potentially reaching thousands of people, and hundreds of businesses. The Chamber sends out all Blast emails through Constant Contact®, to our Member News distribution list. In addition to the E-Blast, your Ad will also appear on our website for 30 days under Member Offerings.

In order to ensure the value of each E-Blast, we only send them on Tuesdays and Thursdays at 10am and 2pm, with a Non-profit combined blast on Fridays. The amount of Non-profit participants vary, the order is done on a first come first serve basis. There is a very high demand for these slots, so we encourage you to get them to submit them as early as possible as they are done on a first come first serve basis. We look forward to promoting you and your business!

How to use an Email Blast

- 1) Create an image that conforms with the below guidelines
- 2) Send the following to info@stcharleschamber.com:
 - i. Image
 - ii. Subject Line (that you would like for the email)
 - iii. Link (that will be linked to image when its clicked)
 - iv. Requested date(s) for Email Blast
 - *We require at least a 5 business day turn around*
 - v. The Start Date for the 30 days on the website
- 3) The Administrative Coordinator will confirm the date, or reschedule with you + Invoice you
You will not be scheduled until we have all of the information
- 4) Payment is due at least 5 Business Days prior to the E-Blast. No payment will result in pulling your E-Blast. The cost is \$100, \$50 for the combined Non-Profit Blast.

Image Guidelines:

- **The image cannot be longer than one 8-1/2 x 11 page (1200px)** (portrait) or it may not successfully send to all recipients.
- **The image cannot be greater than 72dpi.** Anything larger and the quality of the image is greatly diminished when imported into Constant Contact®.
- **The file size has to be under 3MB.** Anything larger and the image will not import into Constant Contact.
- **ONLY PNG or JPEG image file formats will be accepted.**

***Additional Requirements:

- Members must be in good standing to send out blast emails
- 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.
- 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.