



E-BLASTS

P O L I C I E S & G U I D E L I N E S

Member to Member E-Blasts may be used to promote your business or an upcoming event and are subject to approval from Chamber staff. Sender information will read "Redding Chamber of Commerce" with the subject line of your choice.

Cost

- The DIY: \$125
 - You provide the text and graphics and we'll create your email using a MailChimp template.
- The Assist: \$175
 - Tell us what you're looking for and we'll create a personalized design from scratch.
 - Price includes a consultation and one round of minor edits.
 - Additional edits will be billed at \$50/hour.

Payment for e-blasts must be received prior to the distribution of your blast.

Timing

- Book in advance - We recommend at least 2-3 weeks; you can schedule up to one year in advance.
- Frequency - To prevent reader fatigue and maintain high open and click-through rates, we limit the frequency that any one business can send an e-blast to once every three months (4 max per year).
- DIY - Submit text and graphics seven days prior to distribution date
- The Assist - Schedule a consultation 3-4 weeks prior to distribution date.

Guidelines and Specs

- Flyers should be one page and .png format.
- E-blast text should be as brief as possible with directions where to find more information (i.e. phone number, email, and website.)
- The suggested image size for emails is 100 KB or 600 pixels wide and a maximum of 1200 pixels high. Image file should be no larger than 2.25 MB for a successful upload.

Ideas for E-Blast

- Include important information in an eye-catching way. Use the traditional 5 W points: Who, What, When, Where, Why—and of course the cost.
- Include a link to your website. A week or so later, ask the Chamber for a report on your open and click-through rates.

Checklist

- Book Date (at least 2-3 weeks in advance)
- Submit designs to erin@reddingchamber.com
- Receive e-blast proof and make final edits (2-3 days prior to distribution date)
- Send payment via your member profile, phone, or in person prior to distribution
- E-blast sent out!