

## Email Advertising Program

### eBlasts - \$325 each (\$200 for non-profits\*)

Collaborative Members have access to more than 2,300 business contacts through the Member Email Blast Program. This marketing program offers the opportunity to connect to the membership in a very targeted manner. eBlasts are a paid program offered exclusively to Collaborative members.

eBlasts are published on Mondays and Fridays only, please reserve your day as early as possible. Artwork is required three business days prior to email sending.

#### Items necessary to design your email blast are:

1. A catchy subject line for the email
2. A graphic - jpg or gif format, limited to 100KB or less, a max of 600 pixels wide
3. Hyperlink

\*Non-profit members do receive one complimentary eBlast each year.



### The Source Ads - \$325 for two weeks (\$200 for non-profits\*)

Collaborative Members have the opportunity to include advertisements in our weekly email to our membership. Advertisements will consist of a banner ad and footer ad, providing two placements in the publication. The Source email is the primary communication tool from the Collaborative staff to the membership and is received by over 1,800 community members.

#### Items necessary to design your Connections ads are:

1. Two graphics - jpg or gif format, limited to 100KB or less.  
Banner Ad size: 468 x 60    Footer Ad size: 650 x 300
1. Hyperlink

Your ads will appear in  
both locations

For more information, please contact Jennifer Stevens at  
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