



E-BLAST EVENT GUIDELINES

The Chamber sends out all Blast e-mails through **Chamber Master**®. Each blast is formatted as a **single page image without tables or frames.** (we also include a link in the event the image can not be viewed) The content of the blast is attached verbatim as was created by the member. We do not send a proof back to the member. Please follow the guidelines below:

- ◆ Each e-blast will state *"Illinois Valley Area Chamber of Commerce member to member e-blast. This is a paid advertisement. For more information on advertising, contact the Chamber at 815-223-0227."*
- ◆ You must submit your e-mail blast to the Chamber 4-5 business days prior to your anticipated announcement and it must be fully designed.
- ◆ **E-blast Fees (effective 7-1-11)**

Member rate - \$99 per eBlast
Non-profit organization member rate - \$49

(There will no longer be a limit as to how many eBlasts you may send. Each eBlast will have the same fee shown above each time the service is used. Previous guidelines allowed eBlasts only once per quarter for non –profit)

- ◆ E-blasts should be emailed to the IVAC Office as an attached PDF attachment. No tables, text boxes, additional images etc will be used. Strictly a PDF file will be accepted.
1 Page per e-Blast. No multiples..
- ◆ **If you use PDF files for marketing, there are other opportunities available to you.**

If you have a website, you can attract members by posting the information you would normally put into an e-blast – directly on your website. Then your e-blast can be sent through the Chamber with basic information on your business along with a link that can be selected directing them to your website. The real bonus here is that while someone looks at that link they will also have the opportunity to visit other pages in your website!
- ◆ Approximately 800 emails are sent in a blast.
- ◆ For questions and scheduling please call the IVAC office at 815-223-0227 or email your request to the IVAC Office @ audreybleck@ivaced.org.

The Chamber is not responsible for errors in information.

7/01/2011