

E-Blast Policy and Guidelines

Cost

- **The DIY:** \$125
For those who don't need design assistance and have a flyer ready-to-send.
- **The Assist:** \$150
You provide the text and graphics, and we'll create your email using a Constant Contact template.
- **The Works:** \$225
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 3-4 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.)

Guidelines and Specs

- The flyer 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 3-4 weeks in advance)
- Submit design** to mkerickson@davischamber.com
 - The DIY: Submit flyer (8 days prior to distribution date)
 - The Assist: Submit text and graphics (8 days prior to distribution date)
 - The Works: Consultation (3-4 weeks prior to distribution date)
- Receive e-blast proof** and make final edits (8 days prior to distribution date)
- Send payment** via Weblink, phone, or in person (8 days prior to distribution date)
- E-blast sent out!**

E-Blast Examples

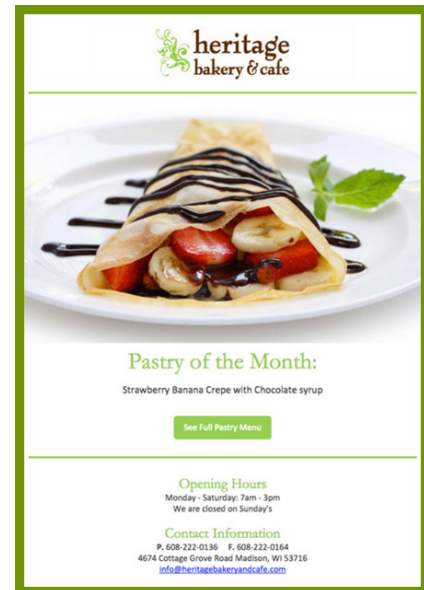
The DIY

If you are designing your e-blast in house, consider using free graphic design software like Canva.com and remember to keep your design as simple as possible.



The Assist

If you have your text, logo, and other graphics ready to go, but you'd like some help putting it all together, we can build your flyer using a template in Constant Contact.



The Works

If you'd looking for a full-service design option, we will design a flyer for you from scratch. Schedule a consultation with Mischa to discuss your e-blast and we'll take care of the rest. From graphics to copywriting, we've got you covered.

