



## ADVERTISING THROUGH CHAMBER eBLASTS

### Enhanced Members Only Advertising Opportunity

One of the benefits of being an Enhanced Chamber Member (Business Builder Path and up) is the ability to send an eBlast to our subscribers (4,000+ contacts).

#### Why send an eBlast?

- Great way to reach a community of more than 4,000 recipients.
- Diverse audience includes officials, business owners, and community stakeholders.
- Exclusivity — No more than one e-blast is sent per day.

#### How to schedule an eBlast?

- Each Enhanced Member (Business Builder Path and higher) receives 1 complimentary eBlast per member year. Each additional eBlast is \$200.
- To ensure availability, please schedule your eBlast at least 2 weeks in advance.
- Contact Scott Andrews ([ScottA@HoustonNWChamber.org](mailto:ScottA@HoustonNWChamber.org)) to schedule your e-blast following the specifications below.
- Payment must be received at least 24 hours before the eBlast is scheduled to go out.

#### Specifications:

- You must supply a single image/ad, subject line, and webpage link.
- High resolution PNG/JPG, width: 600 pixels, height: not restricted.
- Color mode: RGB
- Resolution: 72 ppi and up
- No more than 4.5 MB in size
- Needed at least 2 business days prior to the scheduled eBlast date.
- The Chamber will not personalize eBlasts sent on behalf of our members.
- The pre-header of the email will always state: *A Chamber Member-to-Member Communication*
- We will send you a test eBlast from [ChamberInfo@HoustonNWChamber.org](mailto:ChamberInfo@HoustonNWChamber.org).
- Your eBlast will not be sent without approval of the test eBlast. Please plan to proof emails carefully as correction emails cannot be sent.

Email: [ScottA@HoustonNWChamber.org](mailto:ScottA@HoustonNWChamber.org)

Phone: (281) 440-4160