

Elgin Area Chamber Weekly E-mail Blast Newsletter Ad Pricing



Advertising in the Weekly E-mail Blast is a tremendous opportunity to communicate with approximately 1,600 Elgin Area Chamber contacts on our membership e-mail list. We will do our best to give you your first choice of dates, given the desire for advertising by our members.

All you need to do is give us your information in the format needed and we'll do the rest! Layout of ads will be completed by the Chamber staff to match our established color scheme, fonts and blast layout. We'll even provide a link to your web site at no additional charge! The content file(s) needs to be to us the Thursday preceding the desired Tuesday e-newsletter edition, and it should be sent to jmihalec@elginchamber.com. Graphics supplied should be clear of all copyrights.

Please choose from the following options:

Option #1: **Top of Blast Banner**

Choice of Date for ad: _____

\$300 per ad. We offer a special package of 4 for only \$900.

Specs are 528 pixels wide by 102 pixels high, 72 dpi, and no larger than 15K.

Must be submitted as one complete graphic and in JPG or GIF format only.

Option #2: **Top Right Column of Blast**

Choice of Date for ad: _____

\$150 per ad.

Specs are 252 pixels wide by 350 pixels high, 72 dpi.

Plain text and graphics (*file smaller than 15K -- JPG or GIF format only*) must be submitted as separate documents. Combined, they must fit within the space specified above. Sorry, we can't accept Imbedded graphics or PDFs for the ad. They may, however, be sent as additional files to suggest layout.

Option #3: **Blast Coupon (Ad placement is after newsletter content)**

Choice of Date for ad: _____

\$75.00 per run, or a package of 4 for only \$225, a 25% discount!

Specs for total space are 780 pixels wide by 200 pixels high, 72 dpi.

Coupons are laid out in two columns with a limit of 4 lines. Left column can either be a graphic (no larger than 100 pixels by 100 pixels) or text that is 24pt. Trebuchet MS font (limit: 4 lines). Content for the right column is limited to approximately 530 pixels, 450 characters (with spacing), and/or 7-9 lines. Coupons and/or member announcements will have a page jump link within the blast's table of contents.

Thank you for advertising with the Elgin Area Chamber! This contract and payment must be received one week before your e-mail ad is run. Costs of unused runs are nonrefundable and we retain the right to refuse ads based on content and/or if in competition with our own programs and events.

I agree to the following terms:

Authorized Signature: _____ Date: _____

Business Name: _____

Name on Card: _____ Card Number: _____

Exp. Date: _____ Validation Code: _____ Zip Code: _____