

EBLAST AD

Stand-alone email ad sent to Bend Chamber members from “Your Company Name.”

Rates

JAN-AUG & DEC \$350 each **SEPT-NOV** \$550 each

Specs

SIZE 1050 pixels wide x up to 2000 pixels tall

FORMAT JPG or PNG | 72 dpi | RGB

- You provide four deliverables:
 - Final, approved ad file
 - URL to link the ad image to
 - Subject line copy
 - Preheader (secondary headline below the subject line)

Example

Subject: Bar Rio Holiday Party All-Inclusive Packages Are Here!

Preheader: You’ve found the perfect holiday party venue in Bend!

- Eblasts must be reserved at least one week in advance and files are due one week prior to the scheduled date
- Eblasts are sent once per week on Wednesdays

2,120

SUBSCRIBERS



42%

AVERAGE OPEN RATE



7.6%

AVERAGE CLICK-THROUGH RATE



Send to: Lisa Nielsen, Marketing Lead, lisa@bendchamber.org

Advertising is exclusive to Bend Chamber members. All content is subject to approval.

ENEWS AD

Bi-Weekly (every two weeks) email newsletter.

Rates (PER INSERTION)

12 MO	6 MO	3 MO	1 MO
\$87.50	\$137.50	\$162.50	\$175.00

HEADER

\$3,500.00/Year
(SOLD)

Specs

SIZE 1050 pixels wide x 250 pixels tall

FORMAT JPG or PNG | 72 dpi | RGB

- You provide two deliverables:
 - Final, approved ad file
 - URL to link the ad image to
- ENews Ads must be provided the Wednesday prior to the release date – ENews is published every other Friday

4,041

SUBSCRIBERS



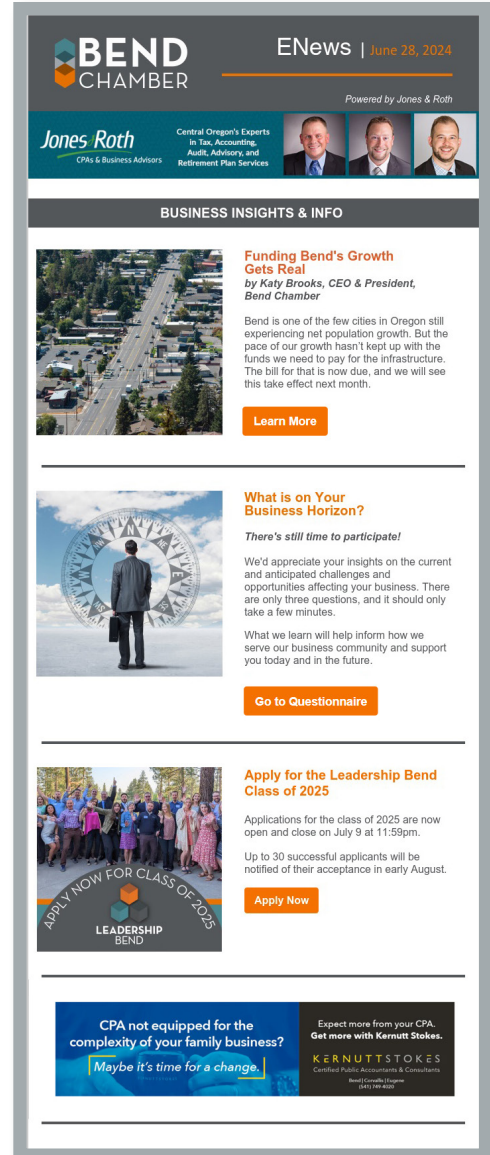
49%

AVERAGE OPEN RATE



6.5%

AVERAGE CLICK-THROUGH RATE



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Only one ENews Ad per issue will be accepted. Advertising is exclusive to Bend Chamber members. All content is subject to approval.