



The Greater Bloomington  
Chamber of Commerce

## Marketing & Advertising Benefits

# MEMBERSHIP MATTERS

Membership Matters is The Chamber's twice-monthly e-newsletter. Typically delivered on the 1st and 15th of each month, Membership Matters includes a variety of member news, the Chamber's Job Board, event information, and updates. *(When the 1st and 15th fall on a Friday, weekend, or holiday, the email is delivered on the next business day.)*

Submitting news to be featured in our newsletter is a member benefit and these can be in the form of press releases, announcements, flyers, etc.

The ways we receive articles for our newsletter are either through a direct message to either the Chamber email ([info@chamberbloomington.org](mailto:info@chamberbloomington.org)), the Director of Communications & Events' email ([klorentzen@chamberbloomington.org](mailto:klorentzen@chamberbloomington.org)), or through our Members News Submission Form (<https://forms.gle/18P98BVGQKCqb2H7A>). Articles are added to our Member News blog first. Then, they are added to our Membership Matters newsletter, with a clickable headline in the Member News section. **Deadlines for submissions are due the 12th or 28th of each month to be included in the upcoming Membership Matters email.**

Event submissions will only appear in Membership Matters once. Please consider adding it to our community calendar in your Member Portal. Direct solicitations for sponsorships, paid advertising, or political endorsements will not be included in any publication.



## Member to Member Promotional Program

A special advertising opportunity for members of  
The Greater Bloomington Chamber of Commerce

Member to Member emails are customized marketing pieces distributed to The Chamber's membership. For a \$400 investment, The Chamber will take your images and verbiage and craft an email. A Member to Member email is a great way to highlight an upcoming event, a holiday promotion, a milestone celebration or some other occasion. Submit your submission at:

<https://form.jotform.com/243036008926151>

## Leverage the power of marketing with The Greater Bloomington Chamber of Commerce

*Take advantage of this exclusive  
Chamber advertising opportunity!*

We hope you will take a moment to open, review and take advantage of any offers sent to you by fellow Chamber members. Doing so helps to ensure our community businesses thrive.

You can also take advantage of more marketing opportunities such as:

- Newsletter Banners
- Video Opportunities
- Open House Promotional Package (With a Reels Add-on)
- Sponsoring Events and Initiatives

For more information, contact the Chamber's Director of Communications & Events, Kaytee Lorentzen:

812.336.6381

[klorentzen@chamberbloomington.org](mailto:klorentzen@chamberbloomington.org)

**Learn more at:**

[chamberbloomington.org/  
benefits.html#marketing](https://chamberbloomington.org/benefits.html#marketing)



# Member to Member Promotional Program

A special advertising opportunity for members of  
The Greater Bloomington Chamber of Commerce

*One of the top reasons businesses join the Chamber is to network with other businesses and individuals to promote their goods or services.*

In an effort to help our members more economically and environmentally promote their businesses and member-only discounts, we have created an exclusive Member-to-Member promotional program that puts a new spin on the traditional Chamber mailing list opportunity.

- You can either supply the basic copy, specifics, and any .jpeg/.png images to use, or we will help create an entire email promotion that reproduces unacceptable quality
- Cost is per email release, including copies of the same promotion. **Payment is required prior to release**
- You will have the opportunity to make edits to the final design
- While we appreciate our members offering some exclusive saving for their fellow Chamber members, it is not a requirement of the program
- If appropriate, disclaimers are needed (expiration date, purchase price, legality, etc.), please include that information. The Chamber will not be responsible for content not provided once the ad is approved
- Please allow five (5) working days to design and edit prior to the actual email release. Plan accordingly if your promotion is time-sensitive
- Each email will include a reference to the Chamber's Member-to-Member email marketing program
- Member-to-Member emails purchased in advance or in a package will be available to use for up to 2 years (24 months)
- The Chamber does not provide a list of Chamber member email address per the CAN-SPAM act

**One Time Email - \$400**

**Five Email Bundle - \$1,600**

Member-to-Member emails promote your business and/or services. While we can promote events, we ask that no sponsorship solicitation be included in your promotion. The Chamber reserves the right to disallow any promotion if the content does not meet with the intent of the Member-to-Member promotional program.

**Guidelines for images: Images should be no larger than 5MB and in .jpg or .png format. Any image of larger size will be compressed, potentially losing image quality. Our program does not support image maps, multi-image logos or flash. Please contact a Chamber staff member with questions.**

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812.336.6381

klorentzen@chamberbloomington.org

You can utilize the Member-to-Member email submission on our website to help you create your email at:

[chamberbloomington.org/benefits.html#marketing](http://chamberbloomington.org/benefits.html#marketing)

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