



# The Greater Bloomington Chamber of Commerce

## Member-to-Member Promotional Program

*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 in acceptable 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 av

**One Time Email - \$400**

**Five Emails - \$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.**

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

*Take advantage of this exclusive Chamber advertising opportunity!*

For more information or to reserve your date, contact the Chamber's Director of Communications & Events, Kaytee Lorentzen:

812.336.6381

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

You can utilize the Member-to-Member email template provided on our website to help you create your email at: [chamberbloomington.org/marketing](http://chamberbloomington.org/marketing)

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.

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*If you would prefer to not receive emails from your fellow Chamber members, please forward your request to [info@chamberbloomington.org](mailto:info@chamberbloomington.org).*

*You will be removed from any future mailings from the Member to Member Promotional Program. You will continue to receive other Chamber communications, including Business After Hours and Membership Matters communications.*