A QUICK TIP GUIDE TO SUCCESSFUL DIGITAL PROMOTIONS FOR THE CLINTON CHAMBER E-NEWSLETTERS

- Make sure your digital promo documents are at least 72 dpi to 150 dpi in RGB color mode for maximum on-screen clarity.
- Preferred size examples: Letter sized documents (8.5 x 11 inches), legal sized documents (8.5 x 14 inches), square, or any size that has more of a portrait orientation to fit the newsletter space. Sometimes your social media promos work well for our e-newsletters, too!
- Acceptable document formats include PDF, JPEG (JPG), and PNG -- make sure any file you send does not exceed 5 MB.
- Using large graphics is recommended to make your promo more visually engaging on all electronic devices.
- Have fun and don't hesitate to use bold, eye-catching colors that fit your brand! Our e-newsletters are sent in full-color.
- To help convey your message, use large, neat, easy-to-read fonts and avoid putting too much text on one promo document.
- Create a sense of urgency -- including call-to-action words, precise deadlines or dates, clear logos, and/or contact information is recommended.
- Plan which promo deadline works best for you!
- It is helpful to include a website link in your email to us so that we can direct interested individuals to your site.

If you have any questions or details, please do not hesitate to email us anytime at info@clintonchamber.org!

CLINTON CHAMBER