

Chamber Connection Newsletter

For Chamber Members/Businesses

Purpose: Keep members informed of benefits, resources, networking opportunities, and events.

Frequency: The first and third Wednesday of the month, sent at 11:00am for best response/read rate

Tone & Design:

- Professional and informative.
- Keep it concise and to the point to respect the times of busy business owners.
- Include a calendar view of events, easily skimmable sections.

Content Focus Topics:

- **Investor Benefits:** Highlight the perks of being a Chamber member (e.g., discounts, exclusive resources).
- **Investor Promotions:** Encourage collaboration and cross-promotion between businesses.
- **Upcoming Chamber Events:** Networking mixers, workshops, business expos, and conferences.
- **Investor Spotlights:** Feature businesses, testimonials, or new members.
- **Legislative Updates or Advocacy News:** Relevant updates that may impact local businesses.
- **Community Engagement Opportunities:** Philanthropy or sponsorship opportunities.

Advertising:

- Each edition of our newsletter features **two** exclusive advertising slots. These slots are available for investor businesses or organizations looking to reach a targeted audience.
- Ads will be graphic-only (with a clickable link) and should be submitted as high-quality image files.
 - Ads should be submitted in **600 pixels wide by 200 pixels tall**. This size is optimized for email compatibility and fits well within the layout of our newsletter.
 - Accepted file formats are **JPEG or PNG**.
 - Please **include the URL** you would like the ad to link to (e.g., your website, event page, product page).
- Please submit your ad to us by the listed ad submission date. Be sure the image file meets the above specifications and includes a working URL for the link.