



The Chamber

The Greater Bloomington
Chamber of Commerce

P.O. Box 1302, Bloomington, IN 47402-1302
812/336-6381 fax 812/336-0651

BETTER BUSINESS. BETTER COMMUNITY.

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 do not actually receive the list of Chamber members' email addresses - the Chamber will design and mail via their server.
 - The cost is only \$150 and you supply the basic copy, specifics and any jpegs you would like to use. If you create an entire jpeg ad/promo, and it reproduces in acceptable quality - your cost would only be \$100.
 - Cost is per email release, including copies of the same promo.
 - We do ask for payment prior to release, please.
 - Traditional mailing list benefits not applicable to email program.
 - You will have two opportunities to make edits to the final design. More than two edits, may result in additional charges.
 - While we always love to have our members offer some exclusive saving for their fellow Chamber members, it is not the requirement of the program.
 - If there are any disclaimers needed (expiration date; purchase amount, etc...), you need to include that info. (*Sorry, we can't take responsibility for missing info if not provided or ad was approved.*)
 - Please allow three (3) working days to design and edit prior to the actual email release, so please plan accordingly when scheduling if it is a time-sensitive promotion.
 - An email address will need to be "verified" prior to release to be used in your email promotion.
 - Also, each email will reference the fact that the email is part of the Chamber's member-to-member email marketing program.
- **Your message will be sent out to our 1350 membership list.**
 - **We have about a 27% open rate - which is WELL above the national average**
 - **You will receive a report listing how many people opened your emails and clicked on the various links within the emails.**
 - **You'll also see who forwarded the email on to others! This is one of the great benefits of email over direct mail!**

Leverage the marketing power of the Chamber, while maximizing your Chamber benefits, by taking advantage of this exclusive Chamber advertising opportunity!

**For more information
or to reserve your
week:**

**Kelley Brown
Director of Marketing
& Public Relations**

812.336.6381

kbrown@Chamberbloomington.org

We hope you will take a moment and open, review and take advantage of any offers sent to you by your fellow Chamber members. Doing so ensures our community's businesses continue to do well. If you would prefer not to receive emails from your fellow Chamber members - please forward your request to kbrown@ChamberBloomington.org and you will be removed from any further mailings of this nature. You will still receive Chamber communications like Business-After-Hours notices, Membership Matters, etc.