



CHAMBER MARKETING SPECIFICATIONS

Please send all marketing emails to
info@salidachamber.org and office@salidachamber.org

WEEKLY ANNOUNCEMENTS EMAIL BLASTS:

1

PLEASE EMAIL YOUR DESIRED ANNOUNCEMENTS BY TUESDAY AFTERNOON TO BE FEATURED IN THE ANNOUNCEMENTS THAT WILL GO OUT VIA EMAIL BLAST ON WEDNESDAY. YOU MAY INCLUDE ATTACHMENTS SUCH AS PDFS OR JPEGS.

2

LIMIT YOUR TEXT TO 75 WORDS OR LESS, UNLESS SENDING A PDF DOCUMENT THAT CAN BE LINKED.

3

CORRELATE YOUR ANNOUNCEMENTS WITH THE LAUNCH DATE BEING ON WEDNESDAY. ANNOUNCEMENT(S) ARE LIVE ON OUR WEBSITE. WE CAN ADD CONTENT ANYTIME. YOU CAN SEND ANNOUNCEMENTS FOR THE UPCOMING WEEK OR FUTURE DATES (PREFERABLY NOT MORE THAN 2 MONTHS IN ADVANCE).

4

ON SALIDACHAMBER.ORG YOU CAN FIND WEEKLY ANNOUNCEMENTS UNDER THE NEWS TAB (CLICK ON SALIDA PULSE-WEEKLY ANNOUNCEMENTS) OR GO TO [SALIDACHAMBER.ORG/SALIDA-CHAMBER-WEEKLY-ANNOUNCEMENTS/](https://salidachamber.org/salida-chamber-weekly-announcements/)

5

IF YOU HAVE A WEBSITE, PHONE NUMBER, FACEBOOK PAGE, ETC., PLEASE INCLUDE IT IN YOUR TEXT.

6

OUTSIDE AND INSIDE BULLETIN BOARDS:

1

BRING US ANY FLYERS YOU WANT US TO POST ON OUR INSIDE AND/OR OUTSIDE BULLETIN BOARDS.



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MONTHLY NEWSLETTER EMAIL BLASTS:

1

PLEASE EMAIL YOUR DESIRED NEWS TO OFFICE@SALIDACHAMBER.ORG AND INFO@SALIDACHAMBER.ORG BY THE 28TH DAY OF THE MONTH FOR THE UPCOMING MONTH'S ISSUE. INFORMATION SHOULD BE PERTINENT TO THE UPCOMING MONTH. SOME EXAMPLES ARE AN EVENT HAPPENING DURING THAT TIMEFRAME, TICKETS CURRENTLY ON SALE, A REQUEST FOR VOLUNTEERS IS NEEDED, ETC.

2

EMAIL ATTACHMENTS (FOR EXAMPLE, A FLYER, PHOTO, OR POSTER AS A JPEG), OR EMAIL TEXT WITH A BUSINESS LOGO. WE CAN LINK TO A PDF, BUT IT WILL NOT BE VIEWABLE UNTIL IT IS CLICKED.

3

THE CONTENT ON THE NEWS PAGE (SALIDACHAMBER.ORG/CATEGORY/NEWS) IS LIVE. WE CAN ADD INFORMATION AT ANY TIME. IT IS PUSHED OUT BY EMAIL BLAST IN OUR NEWSLETTER AT THE BEGINNING OF EACH MONTH.

4

NEWS IS ALSO VIEWABLE BY CLICKING THE "NEWS" BUTTON AT THE END OF THE NEWSLETTER.

5

IF YOUR ITEM QUALIFIES AS "SALES & DISCOUNTS" OR "UPCOMING COURSE" IT WILL ALSO SHOW UP WHEN THE APPLICABLE BANNER ON THE NEWSLETTER IS CLICKED. YOU CAN FIND THESE LIVE PAGES HERE RESPECTIVELY: SALIDACHAMBER.ORG/CATEGORY/NEWS/DISCOUNTS AND SALIDACHAMBER.ORG/CATEGORY/NEWS/UPCOMING-COURSES

6

PLEASE LIMIT YOUR TEXT TO 75 WORDS OR LESS, UNLESS SENDING A PDF DOCUMENT THAT CAN BE LINKED.

ELECTRONIC MARQUEE RESERVATION:

1

4 CHAMBER MEMBERS PER WEEK CAN RESERVE A SLIDE ON THE MARQUEE. SLIDES ROTATE THROUGHOUT THE DAY. SEND US AN EMAIL TO RESERVE YOUR SLIDE IN ADVANCE IN ORDER TO SAVE A SPOT ON THE MARQUEE. IF YOU FORGET TO RESERVE A SLIDE IN ADVANCE, PLEASE CALL 719-539-2068 TO SEE IF THERE IS SPACE AVAILABLE.

2

KEEP YOUR MESSAGE SHORT. THE LARGER THE FONT, THE BETTER VISIBILITY FOR DRIVERS PASSING BY. 3-4 LINES OF TEXT IS MOST VISIBLE. KEEP IT SIMPLE!