BEND CHAMBER | 2027 Media Kit

EBLAST AD

Stand-alone email ad sent to Bend Chamber members from "Your Company Name."





Rates

MEMBERS:

JAN-AUG & DEC $365 each **SEPT-NOV** $565 each

NON-MEMBERS:

JAN-AUG & DEC $465 each **SEPT-NOV** $665 each

Specs

SIZE 1050 pixels wide x up to 2000 pixels tall

FORMAT JPG or PNG | 72 dpi | RGB

- You provide four deliverables:
  1. Final, approved ad file
  2. URL to link the ad image to
  3. Subject line copy
  4. Preheader (secondary headline below the subject line)

Example

Subject: Bar Rio Holiday Party All-Inclusive Packages Are Here!

Preheader: You've found the perfect holiday party venue in Bend!

- Eblasts must be reserved at least one week in advance and files are due one week prior to the scheduled date
- Eblasts are sent once per week on Wednesdays

1,159
SUBSCRIBERS

42%
AVERAGE OPEN RATE

7.6%
AVERAGE CLICK-THROUGH RATE

Send to: Lisa Nielsen, Marketing & Communications Director, lisa@bendchamber.org

All content is subject to approval.

BEND CHAMBER | 2027 Media Kit

ENEWS AD

Bi-Weekly (every two weeks) email newsletter.

Rates (PER INSERTION)

HEADER

$3,700.00/Year

(SOLD)

MEMBERS:

12 MO	6 MO	3 MO	1 MO
$92.50	$144.50	$170.50	$184.00

NON-MEMBERS:

12 MO	6 MO	3 MO	1 MO
$144.50	$197.50	$223.50	$236.00

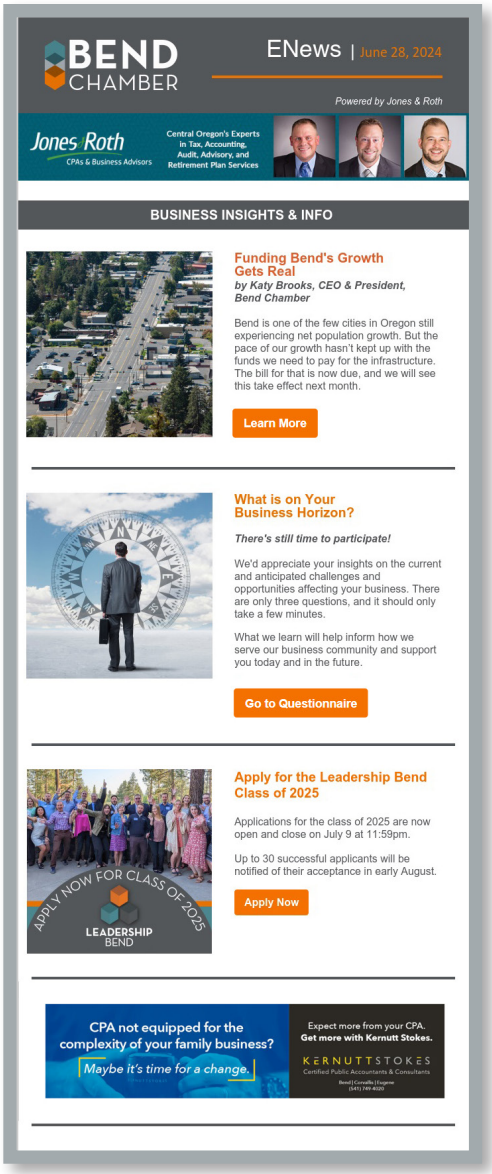
Specs

SIZE 1050 pixels wide x 250 pixels tall

FORMAT JPG or PNG | 72 dpi | RGB

- You provide two deliverables:
  1. Final, approved ad file
  2. URL to link the ad image to

- ENews Ads must be provided the Wednesday prior to the release date – ENews is published every other Friday



3,060
SUBSCRIBERS

49%
AVERAGE OPEN RATE

6.5%
AVERAGE CLICK-THROUGH RATE





Send to: Lisa Nielsen, Marketing & Communications Director, lisa@bendchamber.org

All content is subject to approval.