



## Digital Newsletter Ad Guidelines

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The Glendale Chamber of Commerce is a community organization that serves as the “voice of business” in Glendale. At the Chamber, we strive to make a positive impact for our members and to improve the quality of life for our community at large.

One way we advocate and communicate with our business community is through our electronic newsletter. In our newsletter, we provide the community with Chamber news & events, community news and member announcements through a marketing email system. While this is an effective tool to gain exposure for news and events, due to the high demand for advertising space, it is important that we adhere to a set of guidelines so that every Chamber member receives their fair share of space on our weekly e-blasts.

The following guidelines will be in effect for members placing advertising space in the Glendale Chamber of Commerce Weekly Electronic Newsletter:

- Placing an advertisement in the electronic newsletter is available only to members of the Glendale Chamber of Commerce.
- Members are given the opportunity to run their advertisement for two weeks (4 runs) after submitting proper artwork, a quick blurb and payment of \$80 (\$60 for members who qualify as a non-profit charitable organization).
- Once payment and art (flyer) is submitted, the Chamber will require one week to add the artwork and verbiage in the newsletter so the previous week’s blast can conclude at the scheduled time.
- Event advertisements will not be run more than two weeks before the registration deadline for the advertised event.
- Advertisements include local/community activities, events, programs and special promotions. Ads intended solely to promote or generate direct sales/traffic will not be considered.
- Ads/announcements must be submitted in PDF or Jpg format no larger than 8.5” X 11”.

### Pricing:

	Rate	Run-Time
Member	\$80	Two weeks (4 runs)
Non-Profit Member	\$60	Two weeks (4 runs)

\*Non-profit organizations are eligible for one free Ad a year.

#### Paid Advertising Acceptance Policy - Glendale Chamber of Commerce

Publisher refers to the Glendale Chamber of Commerce and any affiliated companies or organizations. Website refers to [www.glendalechamber.com](http://www.glendalechamber.com) and other Publisher Websites and Publisher emails, e-newsletters, and any other Publisher digital vehicle.

Acceptance of Online and e-Newsletter Advertisements: All Online advertising is subject to the Publisher's approval. The Publisher reserves the right to reject any online advertisements which it feels is not in keeping with the Publisher's and the Associations standards, mission, and bylaws, including the right to stop accepting any advertisement previously accepted on the Publisher's Websites.

The appearance of advertising on the Publisher's Website does not imply endorsement of the advertised company, product, or service.