



# Egad! A FREE e-Ad!

Member-to-Member Communication Guidelines

A **FREE** benefit for members to members!

## What's an e-Ad?

An e-Ad is a new monthly communication tool available for members! This venue allows you to promote a sale, open house, event, etc. via the Chamber's email/fax broadcast service. And best of all, it's **FREE!**

## Guidelines for Each Area

1. Promotional text is due to the Chamber (oacct@owatonna.org) by the 29th of the previous month.
2. Member promotion will be sent via email/fax the first (business) Monday of the month.
3. Promotional text and graphics must be submitted in electronic form (MS Word/Outlook email/JPG).
4. Promotional text must be submitted each month your promotion occurs. It is not to be assumed that items submitted to other OACCT communication venues (i.e. calendar of events, Business Brief) will occur in the e-Ad email/fax broadcast, or vice versa, due to timing and deadline issues.
5. Event and press release/announcements will accompany e-Ads as web linked items.
6. Submit your organization name, e-Ad/event/press release/announcement to oacct@owatonna.org.
- 7. The Chamber has the discretion to reject/edit/resize any promotion.**

### •e-Ad

- Promotion should be exclusive to Chamber members and have value; (i.e. sale items/discounts/discounted event tickets).
- Promotional text not to exceed 50 words and will not have paragraph spaces.
- Graphics, logos and website hotlinks are permitted, but must be sent with the promotional text.

### •Events

- Your event must be entered on [www.Owatonna.org](http://www.Owatonna.org)'s calendar of events prior to your submission for the e-Ad deadline. Contact the OACCT for your username and password to enter events on [www.Owatonna.org](http://www.Owatonna.org).

### •Press Releases/Announcements

- Submit your press release/announcement to oacct@owatonna.org. Items that qualify for the e-Ad announcements: certifications, awards, expansions, new hires, new locations, open houses, grand openings, remodeling, upgrades, etc.