

# The **Arlington** Chamber of Commerce

## **CHAMBER CONNECTIONS STYLE SHEET—**

You write it and format it [following these guidelines] and we will print it\*

or

## **HOW TO PROMOTE YOUR BUSINESS FOR FREE—an exclusive Chamber benefit!**

The Chamber is eager to promote your business in Chamber Connections, its weekly ezine. If you want to reach all Chamber members via email, then the ezine is the **ONLY** way you can do it. Why? Because the Chamber never ever shares, rents or sells its email list.

Did you know that a Chamber benefit is FREE access to the Chamber postal mailing list? Call the Chamber for details at 781.643.4600.

As of April 2008, all submissions must follow these guidelines or will be returned for reformatting. The editor will be happy when you follow the style sheet. You will be happy when you see your business promoted.

### **DEADLINE**

Chamber Connections is published most Fridays. You have two options:

- **For those of you who plan ahead:** Send it early and specify in the subject line which week you want it to run.
- **For those of you who fly by the seat of your pants:** (editor included!): Send the item no later than Wednesday of that week.

### **FORMAT**

Format: It must be included as plain text in the body of an email. [The editor will no longer open attachments or extract information from a press release, ezine, e-promotion or event.]

Length: 3-4 sentences TOPS. (The Chamber reserves the right to edit.)

Font: Use Arial 10 point.

Format: Use UNFORMATTED text. Aligned to the left, bold, italics and underline free

URLs: Provide the URL for your company. Include the entire link, even the http://. Without the link, we will only bold your company name.

Links: Provide any links that are needed to direct people somewhere on the web. Include the entire link, even the http://.

Tone: Refrain from the hard sell. (The Chamber reserves the right to edit.)

### **SUBJECT LINE**

The good: [Your company name] item for May 9 newsletter

The bad: Hitting reply to any email from Chamber and adding your item.

The ugly: No subject line at all

See next page for descriptions of the different Chamber Connections sections.

\*The Chamber reserves the right to edit any submission

## CHAMBER CONNECTIONS SECTIONS

**Good News to Share:** Announce that your business has: won an award, been reviewed, added a new employee, expanded, celebrated an anniversary, reached a significant milestone, etc.

**Chamber Connections:** Share kudos about a member. Announce that you are doing business with one or more members. [Note: If the connection involves the purchase or use of your product or service, it is much more effective if the member who is using your service provides the blurb. Then it becomes a testimonial for how good you are!]

**Critical Knowledge:** Tips from members that you have learned because you are an expert at what you do and you want to save someone aggravation, time, money, etc.

**Chamber Member Events:** Invite readers to your company's open house, benefit, a wine tasting, a performance, a special sale. Many members pursue other interests as thespians, singers, artists. Invite members to your openings, to your performances!

**Special Offers for Chamber Members:** Extend an offer to members such as discounted tickets, special sales, etc.

**FYI-Members with News to Share:** Post a job. Announce a relocation, a name change, look for or offer office space, etc.

**Non-Profit News:** From time to time, local non-profit or school-based organizations have news to share with Chamber members. [This is the one spot in Chamber Connections where non-member non-profits can post information.]

**Chamber Member Snapshot:** Send the Chamber a JPG or GIF image promoting your business with a brief description. Send a photo of you doing something (work related or not or of you at your business. The maximum file size of any image cannot exceed 100KB. The image should be at a resolution of 72 dpi and dimensions can be up to about 200 x 300 pixels.

**Chamber Member Constant Contact Showcase:** Are you using Constant Contact for your email campaigns? Then using the Forward to a Friend feature, send the Chamber an example. In the subject line, be sure to say: For Chamber Member CC Showcase. We will post an image and a direct link to your website on the Chamber's website.

And you don't see an appropriate category here? Call Michèle and the Chamber will create a new one!