

**e-Blast Policy**

**Approved July 28, 2022**

**Purpose**

The Wasaga Beach Chamber of Commerce’s mission is to be the conduit to promote and protect the interests and commerce of the entire Wasaga Beach business community with a focus on advocacy, education and networking. The WBCC utilizes twice-monthly newsletters to inform members about WBCC events, activities, opportunities, and news that business owners need to know.

An additional service the WBCC offers is facilitating e-Blasts through our 600-plus contact list of subscribers to its established network using targeted email, social media and other communication tools at their disposal. The intent of e-Blasts is broad exposure throughout the community on behalf of the advertiser. The Wasaga Beach Chamber of Commerce is solely a facilitator for circulation purposes and is not liable for the extent of exposure of the e-Blast. E-Blasts are paid promotional advertising and shall carry the disclaimer, regardless of content.

Following is a schedule of content deadlines, circulation dates and rates that shall be charged at the request to circulate an e-Blast. The Wasaga Beach Chamber of Commerce reserves the right to decline any e-Blast request at its sole discretion.

Content Deadline	Circulation Date	Member	Non-Member
Last week of month	1 <sup>st</sup> week of month	<b>\$30.00/Blast OR \$250/year (Saving 30%!)</b>	<b>\$60.00/Blast OR \$500/year (Saving 30%!)</b>
Second week of month	3 <sup>rd</sup> week of month		

**\*\*NOTE: Year = 1 e-Blast per month (12 e-Blasts/year)\*\***

Requests should be emailed to [office@wasagachamber.com](mailto:office@wasagachamber.com) with e-Blast in the Subject line by the deadline noted. Please include the e-Blast request form below.

**E-Blast Request:**

I, \_\_\_\_\_, have requested circulation of an e-Blast on behalf of \_\_\_\_\_, an organization that I represent. I understand this will be circulated broadly as the WBCC network enables and in no way hold WBCC responsible for results or use of the content of the e-Blast.

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Disclaimer to be included on all e-Blasts:**

The E-Blast below is a paid promotional advertisement by \_\_\_\_\_. Wasaga Beach Chamber of Commerce is not the event's promoter and does not endorse it.

If you would like to send an E-Blast for your event, please contact the Wasaga Chamber at [office@wasagachamber.com](mailto:office@wasagachamber.com).