

Guidelines for e-Newsletter and Newsletter Submittals

The WLACC e-Newsletter is sent to approximately 1,400 people every week! Take advantage of this opportunity to advertise for your business by purchasing space at the bottom of the e-Newsletter!

E-Newsletter Guidelines

If your business or group has an upcoming event that you would like promoted to our area Chamber members, we ask that you please read the following requirements and be able to submit your information at least **two weeks prior** to your event or special occasion.

We offer the opportunity to use this tool for a nominal fee of \$30 per insert, which in special circumstances may be waived. To reserve your space in the e-Newsletter, please email the below information to the Chamber at mjenniges@willmarareachamber.com. Space in each e-Newsletter is limited to the first two inserts.

Please consider the below questions prior to the submission of your event or special occasion:

1. Will this be of interest to the Chamber Membership?
2. Does this information affect the business community?
 - a. What benefit will they receive from attending?
3. Is this event open to the general public?

To submit: Please include the following information:

- A description of 75 words or less
- Your logo
- A flyer, poster or website to be linked for more information
- Your contact information

Send above information to Michelle Jenniges at mjenniges@willmarareachamber.com at least 2 weeks prior to the event.

The Chamber reserves the right to determine if submitted information is a benefit to the membership [included at no charge] or if it is deemed advertising. Space is limited and the Chamber reserves the right to not publish the submitted information based on space availability.

Other Marketing Opportunities

Newsletter

The Chamber also has a monthly newsletter published in the West Central Tribune the third Tuesday of the month. This is a full page, printed in color but with limited space availability. Materials need to be submitted for consideration no later than the 2nd Wednesday of the month if they are to be published the third Tuesday of the month.