

## Eblast Policy

The Yarmouth Chamber of Commerce (YCC) e-Blast program is a useful resource for improving communication between the YCC and its members. We strive to gather and maintain current email addresses of our members. We do not share email addresses outside of the YCC staff. We try to be very thoughtful in the number of times we email our members, so that they do not consider the YCC as a “spammer” and block emails coming from YCC. Over use of the emails can discourage members from receiving and reading messages from the Chamber.

### Chamber Member Usage Guidelines:

- A fee will be charged for each email blast with no design included – Send flyer in PDF or JPEG format
  - Design needed – an additional fee for eblast that includes full design with up to 2 changes. Any additional changes will have a fee associated with it.
- Limitations on Frequency – Each member should not exceed 6 paid eblasts per calendar year.
- Content must be related to the business who is a member of the Chamber
- Content must be submitted at least 1 week prior to desired send date
  - YCC reserves the right to control when eblasts are scheduled based on the eblast calendar. No email will be sent on the second Tuesday of the month as this is reserved for our monthly e-newsletter.
- YCC reserves the right to refuse dissemination of any message requested for any reason without explanation
- All emailed submissions are subject to approval by the YCC and may be edited
- YCC is not liable for any misprints, typos, or incorrect information submitted
  - All eblasts will be sent for approval
- Requests should be sent to [communications@yarmouthcapecod.com](mailto:communications@yarmouthcapecod.com).
- Reports are available to those who are interested. Send a request via email to [communications@yarmouthcapecod.com](mailto:communications@yarmouthcapecod.com) at least one week after the scheduled eblast date.

### Guarantee:

NO other paid eblast will be sent on the day of your eblast.

### Non-Member/Non-Profit Usage Guidelines:

- A fee will be charged for each email blast with no design included – Send flyer in PDF or JPEG format
  - Design needed – an additional fee will be charged for eblast and includes full design with up to 2 changes. Any additional changes will have a fee associated with it.
- Limitations on Frequency – Each Non-Member/Non-Profit should not exceed 4 paid eblasts per calendar year.
- The content must be related to the YCC mission and strategic plan, with final decision resting with Executive Director of YCC
- e-Blasts to be used for informational purposes only and not for commercial or marketing purposes. No advertisements, personal messages, or solicitations will be accepted or sent to members
- Repeat messages will not be sent to the membership, unless the YCC has specifically requested such an action
- YCC reserves the right to refuse dissemination of any message requested for any reason without explanation
- All emailed submissions are subject to approval and may be edited
- YCC is not liable for any misprints, typos, or incorrect information submitted
- Requests should be sent to [communications@yarmouthcapecod.com](mailto:communications@yarmouthcapecod.com)