

## ABOUT OUR ENEWS

eNEWS is our weekly email, sharing upcoming events and meetings, member news, and stories. The Boise Metro Chamber's eNews reaches ~5,800+ individuals each week. It sends on Wednesdays around 10 a.m. during every week of the year.

An eNEWS ad is an affordable, flexible option for you to build awareness or share a timely offer. Inquire with your Account Manager about our **buy 3 weeks of ads get 1 free promotion!** Each eNEWS is archived on the "Our eNewsletters" page of our website for a few weeks after sending.

## TIPS FOR AD DESIGN

**\*\*Note: Design, time of year, industry, and context can effect engagement and performance.\*\***

✓ **INCLUDE A STRONG CALL TO ACTION (CTA):** Make it clear what you'd like viewers to do. Examples include: Click here, Learn more, Register, Save 10%, etc.

✓ **CONSIDER A BUTTON GRAPHIC:** Ensure the viewer knows they can click on your ad.

✓ **BRANDING:** Make your landing page and ad consistent in branding with your logo and artwork to help viewers trust that they've arrived at the right place.

✓ **TEXT:** Only include crucial information. Pique interest just enough to drive viewers to your website where they complete a desired action to become a lead.

✓ **READABILITY:** Make sure your text and imagery are readable. Keep your font size above 9pt. Use sans serif fonts for smaller type. Ensure there is enough contrast in colors.

✓ **LANDING PAGE:** Direct your ad to a dedicated landing page with a strong CTA rather than a generic Home page.

✓ **IMAGERY:** Use impactful graphics and colors that evoke an emotion without competing with your text. Consider that well designed text can act as a graphic.

## ENEWS AD SPECIFICATIONS

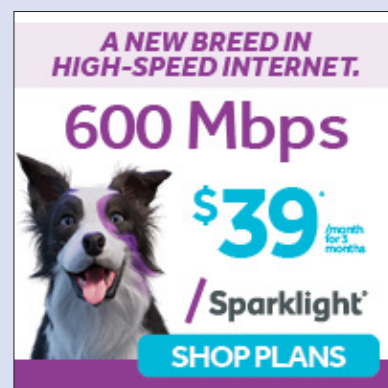
**\*\*Please provide to your Account Manager by the Friday prior to placement\*\***

**SIZE:** The ad will run at ~295x295 pixels @72 dpi (~2"x2" on desktop), so please make sure it is legible at that size. However, the ad artwork should be provided to your sales manager at 1080 x 1080 @72 dpi to allow for responsive design (mobile/tablet sized viewports).

**OUTPUT FILES:** jpg, png, or an animated gif are accepted. Note that gifs do not animate on certain email providers (such as Outlook). Ensure the first graphic of your animation works as a stand alone image.

**LINK:** Please include in your email, the link you'd like the ad to drive traffic to.

## DESIGN EXAMPLES



**FOR ENEWS ARTWORK QUESTIONS, CONTACT AMBER HAWTON-HILL**

Senior Marketing and Communications Manager - ahawtonhill@boisechamber.org