

### SPOTLIGHT EMAILS

#### **What is a Spotlight Email?**

With a Spotlight Email, the Chamber will highlight a message from your business in one of our newsletter emails or other monthly updates. Your business or organization will be recognized in the subject line and your message will be a main bullet point in the email sent out.

#### **Submitting Content for a Spotlight Email**

You can submit 1 sentence to be used as a bullet-point highlight in our email to [Gina@ExploreHutchinson.com](mailto:Gina@ExploreHutchinson.com) by the 20th of the month prior to when you'd like the information to go out.

- If you have information you'd like to go out in the June newsletter, you should send that by the 20th of May.

### CUSTOM EMAILS

#### **What is a Custom Email?**

A custom email blast is an email sent on your behalf from the Chamber account to our over 700+ subscribers.

#### **Submitting Content for a Custom Email**

You should submit the following information to the Chamber at least one week prior to the date you'd like the email to be sent - you can submit as early as you'd like:

- Your message
- An image you'd like us to use at the top of the message
- The date you'd like to have the message go out