**Organizational Event E-blast Guidelines**

*As a benefit, organizational members can use one event-oriented e-blast sent on behalf of BDA to BDA’s email list during their membership term. Additional event e-blasts or e-blasts for nonmembers (and non-organizational members) can be purchased for $75.*

* Please allow at least a week advance notice for e-blasts. We cannot guarantee shorter response times.
* Emails may not be sent out on Wednesdays, as this is when we out our newsletter, or on select black out days when other BDA-related emails are planned.
* We will not send out more than 1 event e-blast per day, so dates are on a first-come, first-served basis.
* To produce the email, please email Kristen at ksanmiguel@bostondancealliance.org:
	+ Either a photo-ready poster saved as a .jpg or PNG (we cannot use pdfs). Please keep in mind not all posters ready for print can be translated well into a digital e-blast. For optimal visibility, max width of posters is 1000 px, length can be whatever you like, but only about 1000 px length can typically be seen without scrolling down when opening an email on a computer or phone.
	+ OR text copy for the email, including any links you would like the email to connect to, and either .jpg or PNG of any images and logos to include
	+ Subject line (or we can come up with one)
* You will be provided with a test email which you will need to approve before we send out the e-blast
* Payments for e-blasts should be received prior to email deployment if necessary. To pay for individual e-blasts you may:
	+ Send a check , made out to Boston Dance Alliance at 19 Clarendon Street, Boston 02116
	+ Call Kristen at 617-456-6295 to pay with a credit card over the phone
	+ Request a paypal invoice that can be paid online be sent by emailing ksanmiguel@bostondancealliance.org

Examples of E-blasts:











