



MEMBER TO MEMBER EMAILS

\$250 FOR 1X/YEAR; \$1000 FOR 5X/YEAR

REACH OUR BIA MEMBERS WITH OUR MEMBER-TO-MEMBER EMAIL BLASTS.

- REACHES 1,500 UNIQUE EMAIL ADDRESSES
- AVERAGE OPEN RATE IS 40%
- AVERAGE CLICK RATE IS OVER 10%
- AUTO RESEND TO NON-OPENERS

DETAILS:

YOUR COMPANY PROVIDES US A DISPLAY DIGITAL AD THAT WE WOULD LINK TO THEIR WEB CONTENT.

BASIC SPECIFICATIONS:

THE DISPLAY AD MUST BE NO LARGER THAN 600 PIXELS (WIDE) X 600 PIXELS (TALL) AT 72DPI AND BE PROVIDED AS A JPG AND PNG FILE. WE CAN ACCOMMODATE OTHER DIGITAL MEDIA AND WILL WORK WITH YOU ON SPECIFICATIONS. GRAPHIC AND DESIGN HELP IS AVAILABLE AT AN ADDITIONAL CHARGE DEPENDING UPON DETAILS.

FOR ANY QUESTIONS YOU MAY HAVE PLEASE CONTACT [KATIE HALLER](mailto:KATIE@BIALOUISVILLE.COM) KATIE@BIALOUISVILLE.COM
OR [LILY MATHEWS](mailto:LILY@BIALOUISVILLE.COM) LILY@BIALOUISVILLE.COM.