



2026 Email Blast Program

About the Program

Members (and non-members) may purchase email blasts to announce special events, ribbon cuttings, grand openings, new hires, services, and/or new product launches. The Aurora Alliance sends out these email blasts on select afternoons to the mailing list on behalf of the members. All material for the email blast must be received 30 days in advance. Any required payment must be received in advance of the email being sent. Each member is allowed one email blast per quarter.

Pricing Structure

Some Aurora Alliance membership levels include email blasts as a benefit. For all other members (or email blasts beyond the allotted benefit), a fee will be charged.

Membership Level	Included in Membership	Base Cost Beyond Member Benefits (Business Creates Graphic)	Premium Cost Beyond Member Benefits (Alliance Creates Graphic)
Non-Member	N/A	\$300	\$600
Engage	Not Included	\$100 / \$75*	\$400 / \$375*
Classic	Not Included		
Connect	Not Included		
Key Stakeholder	1 Email Blast (Annually)		
Premier	2 Email Blasts (Semiannually)		
Business Catalyst	4 Email Blasts (Quarterly)		

*Nonprofit

Specifications

Members should create the email blast content (see Submission Guidelines), but the content is subject to approval by the Aurora Alliance. Members may elect to have the Aurora Alliance create the email-blast content for them at an additional cost; please inquire about that option at membership@auroraalliance.org.

Ad Type	Email Size	File Types	File Resolution	Max File Size
Email Blast	600 pixels W by any length	RGB, JPG/PNG	72 dpi	10 mb

Submission Guidelines

The email blast format is designed to promote products, services, and events for your business. The Aurora Alliance must approve the content for the email blast and has the right to request that some content be edited or omitted. The Aurora Alliance requires final content approval by the member. Submit your email blast content and requested date through the [Email Blast Request Form](#) at least 30 days in advance.

Member is responsible for providing:

- Designed digital flyer (See Specifications.)
- Header/Title for email blast
- Teaser or attention grabber
- Working links (websites/emails) for graphic
- Approval of final email blast (after Aurora Alliance review)

Aurora Alliance is responsible for:

- Reviewing the content submitted
- Placing member-provided content into an email blast template with Aurora Alliance branding
- Working with the member to finalize and get approval for the email blast content
- Scheduling and launching the email blast on the agreed-upon date

Timeframe Requirements

Content for the email blast must be provided 30 days in advance of the desired launch date to allow for initial creation, potential revision, and approval processes. The desired launch date is subject to availability on a first-come basis.

Resend Options

The email blast will be sent once (with automatic resend triggers in place for non-openers). Should the member desire the content to be sent again as a blast (a limit of 3 times), additional costs are incurred for each resend, and scheduling is determined by the Aurora Alliance.

Questions

If you have any questions on how to create content for the email blast, contact membership@auroraalliance.org.