

## EPCAR's Promotional Email Service

### 1. Requirements:

- Promotional emails are only available for EPCAR members & must be relevant to real estate
  - Must be sent in 'copy ready' JPEG format and not require any editing by EPCAR staff
  - EPCAR staff will determine if a flyer/attachment size is too large to send out, and may send it back to the member for adjustments.
- All promotional email subject lines will begin with "PROMOTIONAL". ***The remainder of the subject line/title must be provided by the member purchasing the service.*** Staff will create the title if it is not provided by the member.
  - Send your promotional email in JPEG format to [picassog@epcar.com](mailto:picassog@epcar.com) and **copy** [ashleyb@epcar.com](mailto:ashleyb@epcar.com)

### 2. Deadlines & Cost:

- Promotional emails are only sent on Wednesdays and Fridays
- A promotional email scheduled for Wednesday must be received by 2:00 PM on Tuesday.
- A promotional email scheduled for Friday must be received by 2:00 PM on Thursday.
- Cost is \$25.00/promotional message sent.
  - Payment and 'copy ready' email must both be received by the deadline that pertains to your scheduled email date.
- If you would like for us to make the flyer for you, we charge \$30/hour with a minimum of one hour's time.
  - Please send us anything you deem pertinent: subject line, pictures, house specs, MLS number, contact information, price, etc.
  - We will send you a form that must be filled out and signed