

## How Newsletter Placement Works

This visual shows the general layout of the Chamber's weekly email, from top to bottom. Placement of member content depends on membership tier, scheduling, and overall content volume each week.

**Chamber Happenings**

There's a lot happening around Bigfork this week, and we're grateful to be part of a community that stays active and connected year-round. From live music and classes to community meals, theatre performances, and local gatherings, there are plenty of ways to support our businesses, nonprofits, and neighbors.

Don't miss the monthly Sundowner tomorrow and volunteer sign ups are open for everyone's favorite Bigfork event!

**Quarterly Feature - Featured Partner**  
**Chamber Initiated Feature - Premier Partner**

Quarterly Highlights & Chamber Initiated Features provide a deeper, Chamber-curated feature focused on one key message or initiative for your business. This may include a milestone, expansion, seasonal focus, new offering, expansion, community impact, etc.

Quarterly Highlights are more prominent than Monthly Highlights and are scheduled in Chamber Happenings to ensure high visibility, balanced exposure, and consistent placement throughout the year.

Goal: A Chamber-curated feature that tells one clear story about your business this quarter.

Submit:

- Business name + best contact
- Topic/headline (one sentence)
- Feature text (150-250 words) focused on one main message (milestone, seasonal focus, new offering, expansion, community impact, etc.)
- 1-3 images (or logo + 1 photo)
- One call to action + one link (Learn more / Register / Book / Visit)
- Key dates or deadlines (if applicable)

Placement: Quarterly Highlights are scheduled in Chamber Happenings for consistent visibility and balanced exposure.

[Learn More](#)

**Monthly Highlight**

Monthly Highlights are designed to spotlight one timely message you want the community to notice this month. This might include a seasonal offering, milestone, upcoming event, new service, or special initiative. Highlights should be brief (about as long as this description), easy to read, and paired with a single image or logo and one clear call to action. This space is intended to inform and engage readers, not serve as a full advertisement or list of promotions.

Monthly Highlights are placed in Chamber Happenings or at the top of Member Happenings, depending on overall submissions, content balance, and scheduling.

[Learn More](#)

**Community Happenings**

**Sunday, February 1**

- Madagascar the Musical @ Bigfork Center for the Performing Arts 2:00pm

**Monday, February 2**

- Mike Murray LIVE @ El Topo 5:00pm

**Tuesday, February 3**

- Chocolate Dipping Class @ Bigfork Art and Cultural Center 6:00pm

**Wednesday, February 4**

- Potluck Dinner & Presentation @ Swan Valley Community Hall 5:30pm

**Thursday, February 5**

- Science on Tap @ Flathead Lake Brewery 6:30pm

**Member Happenings**

**Monthly Highlight**

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Monthly Highlights are placed in Chamber Happenings or at the top of Member Happenings, depending on overall submissions, content balance, and scheduling.

[Learn More](#)

**Priority Newsletter Placement - (Enhanced Partner Tier & Up)**

Priority Newsletter Placement features your content at the top of Bigfork Happenings, giving it higher visibility within the weekly Chamber email. This placement is ideal for timely announcements, events, promotions, or updates you want readers to notice quickly.

For best results, include:

- One image (recommended 1/4-page size; approx. 600-800 px wide by 400-600 px tall)
- A brief description (2-3 short sentences)
- One clear link (Learn more, Register, Visit, etc.)

Priority placements are curated to maintain readability and may be scheduled based on weekly content volume.

[Get More Information](#)

**Standard Newsletter Placement - Essential Partner**

Standard Newsletter Placement appears in Member Happenings within the weekly Chamber email. This section is open to all members and is ideal for sharing business updates, events, promotions, job postings, or general announcements.

For best results, include:

- One image or logo (optional, smaller images work best)
- A short description (1-2 sentences)
- One link (Learn more, Event details, Website, etc.)

Standard placements are listed after featured and priority content and are organized to ensure clarity and fairness for all members.

### Featured & Premier Partner Placement

Highest visibility – Chamber curated

This section appears at the top of the newsletter and includes **Membership Spotlights & Chamber Initiated Features**

These placements are scheduled in advance to ensure balanced exposure and avoid overcrowding.

Exact placement may vary slightly week to week based on content volume and scheduling.

Featured and priority placements are curated to protect readability and engagement. Members may upgrade tiers at any time to access additional visibility.

### Featured & Premier Partner Placement

This section appears at the end of Chamber Happenings or top of Member Happenings depending on content and readability.

### Monthly Highlights

These placements are scheduled in advance to ensure balanced exposure and avoid overcrowding.

The Bigfork Happenings is emailed Wednesday afternoons to business partners and community members with a 58%+ open rate. Submissions must be received by Tuesday at noon

### Enhanced Partner & Up

Enhanced visibility in Member Happenings

**Priority Placements** appear at the top of Member Happenings section and are ideal for announcements, events, or promotions. Best results include one image or logo, brief description and on clear link.

### Essential Partner & Up

This section includes **Standard Placement** for submissions such as events events, sales, job postings.

Standard placements appear lower in the newsletter and are open to all members. Essential Partner submissions are limited to one per month.