



eBlasts

One of the benefits of being a musician member is NJJS will advertise your upcoming performances for free in our shared monthly eBlast. Event promoters, and member musicians who are not performing in an event, are not eligible to advertise events for free - however, eBlast space can be purchased (see below for rates).

The NJJS eBlast policy:

- EBlasts are sent twice a month, around the 1st and the 15th of the month.
- Deadline for submission is the 25th of the month – e.g., member musicians with performances in November should submit their event(s) in ONE email by October 25th.
- Performance info should be emailed in plain text (NOT a PDF/flyer) and should preferably be in the following format: band/musician, day and date, time, venue, address, contact telephone, cover charge, and a link to the musician's website. An optional brief synopsis/bio (2-3 lines) can be included. NJJS reserves the right to edit content for space. Emails should be sent to publicity@NJJS.org
- If you have multiple performances in the upcoming month, all of those gigs should be listed in ONE text email addressed to publicity@njjs.org. Please do NOT send multiple flyers, each advertising a different performance – no exceptions.
- If member musicians have open-ended/recurring performances month to month, and want them to be listed each month in eBlasts, they must resubmit performance information each month.
- Only performances in the upcoming month will be listed in that eBlast (exception: NJJS events)
- For non-musician members or promoters: the rate for space in a shared eBlast is \$25, and the rate for a dedicated eBlast (advertising only your event) is \$50. Payment can be made online at www.paypal.com using our code: payment@njjs.org Please indicate payment is for a shared/dedicated eBlast (whichever is applicable), provide musician/band name (if it can't be discerned from the email address), and indicate whether or not you require an invoice.

Thank you for your cooperation! We look forward to helping you draw sell-out crowds!