

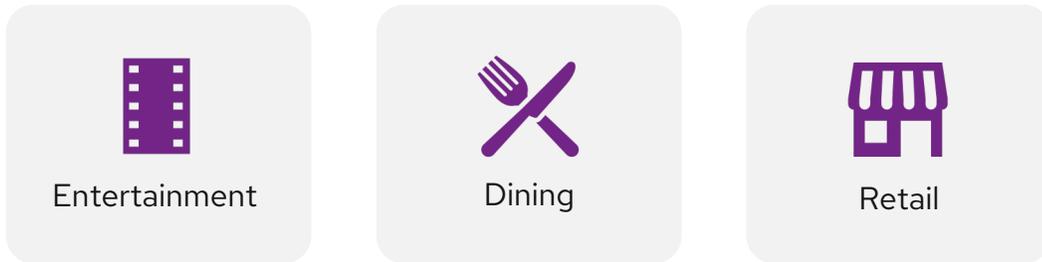
Member Discount Email



Consumers are hyper aware of rising costs and looking for discounts to help them purchase and enjoy what they love. Engage GBH's most loyal audience – donors – with the Member Discount email. Sponsors receive **100% SOV** of the email to offer an exclusive discount on goods or services.

Email pilot test results

Most requested discount categories



Members want more discounts

94% of email recipients want to receive more email discount offers
98% "love" receiving discounts that are exclusive to GBH members

Increase the impact of your TV or radio sponsorship with the Member Discount email.

GBH viewers and listeners value GBH sponsors*

80% of listeners **feel more positive** about companies that sponsor GBH

3/4 of the GBH audience **prefer to purchase** a product/service from a company that sponsors GBH.

63% of listeners have **visited a company's website** as a result of hearing about it on GBH 89.7

Source* LCS Radio Survey, 8/29/23 – 9/25/23 | LCS GBH TV Survey, 8/23/22 – 9/16/22

Member Discount Email



Each email is sent twice. The first introduces the discount. The second is a “reminder” or “last chance” email sent only to people who did not open the first email or already make a purchase. (Sponsors will need to share emails of customers who redeemed the offer prior to the second send date.)

Assets needed 2 weeks before send date:

- **Hero image:** 600px (w) x 300px (h)
- **File size** <200KB (not HTML, Flash, or 3rd party hosted images)
- Static **JPG or PNG**
- **Discount/company description:** 75–100 words
- **Clickthrough URL**
- **Method of redeeming discount:**
 - Promotional code to enter at checkout (i.e. GBH25), or
 - Unique URL that will automatically apply the discount
 - **Note:** Discounts must be *exclusive to GBH members* – not available anywhere else.



Timing:

GBH will work with sponsors to pick a send date that aligns with business objectives.

Distribution lists:

Depending on the offer, the member discount email will be sent to the full membership list or a curated list based on affinity/interests (i.e. music lovers; size varies)