



## **APS BULLETIN ADVERTISING PROCESS**

### **TEAM**

**Sharon Schmitz- Advertising Coordinator**

**Kris Jurik -Treasurer**

**Kim Bremer - Associate Editor, Social Media Head**

**Lorë Sampson -President and Editor**

**Linette Sorrentino- Membership Chair**

**ADVERTISING COORDINATOR: Sharon Schmitz**

#### **Areas of Responsibility:**

- Contacting commercial members :re 2020 advertising, sharing new rate card and contract
- Obtaining signed contracts electronically or in the mail; maintaining files
- Forwarding ad contract copies to Kris J for invoicing (within 48-hour window idea)
- Obtaining display advertising files, doing a quick quality check for size and content
- Uploading ad files into Advertising drop box file per quarter (timeline coming)
- Follow-ups for ad files or if payment requires collection - no money, no honey (talk with Lore and Kris, there will be grace periods for longtime advertisers in general good standing)
- Create an advertising “manifest”/checklist for each edition; listing advertisers, ad size, and if the advertisement is new or an existing pick up.
- Answer requests, field questions and help members fill out forms
- Keep track of possible system tweaks or frequently asked questions
- Create/maintain master file of advertisements in a shared file format (team to determine how/where in coming months)
- Policy questions, concerns or complaints can be referred to Lore or Nate; billing questions to Kris

**TREASURER: Kris Jurik****Areas of Responsibility:**

- Generate advertising invoices off the ad contract and handle payments via Pay Pal or other
- Report ad payments back to Sharon for reconciliation (or outstanding invoices)
- Maintain contract files for back up, until we can create a shared resource file
- Track, report and submit ad taxes for income
- Monitor process for any suggested improvements

**BULLETIN EDITOR & PRESIDENT: Lorē Sampson**

- Act as resource and advisor on advertising questions and member relations

**MEMBERSHIP CHAIR: LINETTE SORRENTINO**

- Provide new commercial member contact information to Sharon

**KIM BREMER: Associate Editor****Areas of Responsibility**

- Promote advertising opportunities on the website, in the Bulletin and social media
- Available as back-up as needed

**Next Steps:**

- Lorē will update the Insertion Order/Contract 1/31 to include form return information with Sharon's mailing address; delete payment information; add line that advertiser will receive an invoice from the APS treasurer upon receipt of their contract.
- Lore will update final Rate Card and provide to team 1/31
- Lore and Kim will finalize ad contract closing dates and materials due date for 2020 for upcoming issues
- Kim will set up a Q1 Advertising File in Drop Box with access to Sharon, Rob, Lore
- Kim will work with Nate to set up Advertising Page on Web with downloadable forms
- Sharon will reach out to commercial list about advertising in 2020 with individualized emails; then follow up with a phone call. Advertisers in the last 2019 issue of the Bulletin are likely the first and best contacts for soliciting a "pick up ad"
- Sharon will forward contracts to Kris and begin the process
- Kim/Lore will place an advertising blurb in Q1 Bulletin
- Sharon will contact Joshua Sholten/Peony Shop about the inside back cover availability
- For Q1, contracts are due 14<sup>th</sup> or earlier: Ad files are due the 21<sup>st</sup> to Rob.

**NOTE:**

- There WILL be an opportunity to advertise in the Registration Issue. Ad rates for are in the Insertion Order/Contract.
- Rates remain the same in 2020; but we will re-evaluate 3<sup>rd</sup> Quarter

