

**Operations Worksheet 6 – Advertising Committee**  
(Reviewed/Revised March 2013)

The Advertising Committee Chairman is a member of the Executive Committee and attends meetings of that committee, which normally take place on the first Monday of each month. The responsibilities of the Chairman in respect to newsletter and membership directory ads are as follows:

1. Newsletter

- a. Coordinate with the *Officer's Call* Newsletter Editor and the Treasurer as necessary
- b. Seek and accept advertising inserts for one year, 12 Issues. However, advertisers may change their ad once during the 12-month run of the ad.
- c. The Membership Directory is revised annually in June and the normal advertising period is from July through the following June.
- d. Send routine invoices to current advertising sources.
- e. Prepare schedule, and keep records of responses and actions for each instance.
- f. When inquiries are received, verify the space required and place in order on waiting list. As space becomes available, confirm request, obtain secure insert, and invoice for payment. If space does not become available, notify requestor.
- g. If additional ads are needed, canvas business firms, particularly those who have advertised in the past.
- h. Send all advertising copy to the *Officer's Call* editor not later than the 20<sup>th</sup> of each month.
- i. At renewal time, a personal visit is recommended.

2. Membership Directory

- a. Coordinate as required with the Membership Chairman per 1.c. above.