

## **Advertising Chair**

Description: communicating with various contacts to acquire advertisements for the *Soundboard*, conference booklet, and conference booths. Managing ad agreements, invoices, and advertisements and communicating the relevant information to the *Soundboard* Editor and Treasurer. Submitting reports at the request of the President.

### Advertising Chair Timeline

**Mid-August:** email local association presidents/contacts, music businesses, and college/university contacts to advertise in Fall *Soundboard*. Ad agreement should be attached to the emails – there are separate agreements for local associations and college/university/businesses.

These should be three separate emails with the addresses blind carbon copied. Sample emails are below.

Once an ad agreement has been received, an invoice should be created and sent to the contact for that ad agreement. Receipt of ad agreements as well as information within the agreements (size and frequency of ads), invoices sent, payment, etc. should be kept in a spreadsheet that can be sent to the *Soundboard* editor and the treasurer.

Once ads have been received, they should be sent to the *Soundboard* Editor along with the spreadsheet to show them what size each ad should be. Ads and spreadsheet should be sent by submission deadline of each issue of the *Soundboard*. Fall deadline

The Treasurer should be updated with the spreadsheet to keep track of payments received.

**January** – communicate with 1<sup>st</sup> Vice President to coordinate deadlines and prices for advertisements and booth space for the state conference

**Mid-January** – Spring *Soundboard* emails should be sent – see procedure above

**Mid-March** – begin advertising for the conference booklet using the three email lists

Keep spreadsheet of ads, whether invoices have been sent and payments

Send ads and spreadsheet to first Vice President

**Mid June** –Summer *Soundboard* – follow procedure listed above

**Year-round:** Look for additional contacts among music businesses, colleges, and universities.

Sample email to Local Association Presidents – specifically first email

Dear AMTA Local Association Presidents/Contacts:

I would like to first thank so many of you for advertising not only in our AMTA Soundboard newsletter last year but also for your support through advertising in our AMTA June 2017 Conference booklet. The booklet was the largest in a long time, and your support through advertising assisted not only in covering the cost of printing the booklets but with other expenses connected with the conference.

It is time once again to consider placing an ad in the three issues of the Alabama Music Teachers Association's newsletter *Soundboard* for the year 2017-2018. I have attached the advertising agreement, listing ad sizes and prices, format (pdf) and deadlines. Ad prices have remained the same!! Please note that if you advertise in all three issues, you save considerably. The deadline for our Fall issue is **October 6th**. You may also just advertise in any one (or two) of the issues that we have throughout the year. Be sure to indicate this on the attached form.

Information about sending your ad electronically (pdf) and payment is on the attachment. If you have further questions, please feel free to call me at XXXXXX.

I also realize that personnel may have changed in your respective local organizations. If I have the wrong contact person, please forward this to the correct person/president of your local association.

I look forward to your response and thank you once again for your past support of the Alabama Music Teachers Association and the best of luck in our new teaching year!

Sample email to Music Businesses

Dear Music Business Friends:

It is time to consider placing an ad in the three issues of the Alabama Music Teachers Association's newsletter *Soundboard* for the year 2017-2018. And for those of you who have advertised with us in the past, we appreciate your support very much. Special thanks to those businesses who also advertised in our AMTA Convention Booklet this past June.

I have attached the advertising agreement, listing ad sizes and prices, format (pdf) and deadlines. Prices remain the same as in past years. Please note that if you advertise in all three issues, you save considerably on your advertising. The deadline for our Fall issue is **October 6th**. You may also just advertise in any one (or two) of the issues that we have throughout the year.

Please consider promoting your business in *Soundboard*. Information about sending your ad electronically and payment is on the attachment. If you have further questions, please feel free to call me at XXXXXX.

I look forward to your response and thank you once again for your past support of the Alabama Music Teachers Association.