

GARDINER GAZETTE AD SALES POSITION

ABOUT: The Gardiner Gazette is a quarterly, community newsletter mailed to every household in Gardiner, NY. The newsletter was launched in January 2009 to create a dialogue about strengthening our community, developing community programs, and caring for and helping those who live around us. It has been successfully supported by advertisers and at its current page count (16pp.), it must generate a minimum of \$5,000 worth of ads per issue, to remain so.

ADS: Sales of ads in each issue are limited to 34% of the space within each issue. There are also blown-in ad inserts available, which are unlimited, as well as web ads to develop, so there is the potential for greater income.

COMPENSATION: Performance-based, commissioned, compensation works best for sales. The commission on each ad or block of ads is 20% of the sale which is paid as each issue is printed. For example, if a block of 4 ads is sold, the Ad Sales Manager is paid commission for the first (of four ads in a block) as a standalone in the current issue, and in each of three subsequent issues commissions are paid as each issue launches. Historically, the Ad Manager usually makes around \$1,000 per issue. Web ad commissions are paid quarterly in full upon receipt of payment from the advertiser.

TIME COMMITMENT: All told, the Ad Manager must be vigilant for 4 to 6 weeks of the ~12 weeks contained in each quarter, but the actual hours of work involved are not that extensive – maybe 8-10 hours per week. Everything gets easier/less time consuming as the new Ad Manager gets more familiar with the process.

PROCESS & SALES SUPPORT: You will be introduced to our current list of advertisers, and these need to be retained and/or possibly up-sold on new products/ad sizes/web ads/insets. There are also new leads to discover which will be key when/if the Gazette expands its page count, which may occur in 2023. The process is straightforward and fully supported by the General Manager:

- a) Ad Manager sends out an email reminder to current and past advertisers (approximately 6 weeks prior to each issues' launch);
- b) Ad Manager follows up with them by email/phone/in-person;
- c) Ad Manager approaches potential new advertisers;
- d) Upon being given a positive commitment by the advertiser, the Ad Manager sends the advertiser's name, phone number and email address to the General Manager who issues the advertiser an invoice via email and cc's the Ad Manager. When the advertiser pays, the payment is logged in to the ad sales spread sheet (See line (g));
- e) If an advertiser needs artwork done, the Ad Manager alerts the General Manager via email and forwards files/info that the advertiser supplies (logo, text, etc.). The General Manager will either have the advertiser's existing ad edited or we can draft a new ad for them (no charge but limited to simple ads). Art for inserts is typically supplied print-ready by the advertisers, as cost for insert printing and

insertion are separate from and additional to the ad price; insert printing & insertion fees are not subject to commission;

- f) The General Manager sends the Ad Manager regular sales reports showing who has paid and what percentage of ad coverage (% of actual space filled by ads in each issue) has been reached. When 34% of the issue space for ads has been sold, the General Manager alerts the Ad Manager to cease selling ads for that issue;
- g) Ad Manager maintains a spreadsheet of ad sales and follows up with advertisers who have committed to buy an ad but have not yet paid and/or haven't sent their art work in a timely manner (There may be a bit of running around since some people say "can I come give you cash" or "can I hand you one of my business cards to scan for the ad"). Note: Ads can be paid by check/cash or Venmo or through our website. If the Ad Manager has collected any, checks/cash payments, they must arrange to rendezvous for hand-off to the General Manager or they can mail them to: Gardiner Gazette, PO Box 333, Gardiner NY 12525. In any case, a heads up to the General Manager via email may be sent. [Note: a) any ads "sold" but not paid for will not have commission paid on them, b) If the Ad Manager fails to obtain payment and the General Manager has to follow up significantly to obtain ad payment(s), commission will be paid to the General Manager for the sale.];
- h) When we have reached the ad sales deadline, the General Manager produces a rough draft of the issue and sends it to the Ad Manager for review to be sure all the ads that the Ad Manager sold are accounted for in the correct sizes and that all changes to ad copy advertisers requested have been made;
- i) Ad Manager makes sure insert advertisers submit their insert's graphic files to us in PDF form for approval, and upon approval that advertisers then send the graphic files for printing, or if printed by an outside vendor, the appropriate number of printed inserts themselves, to the printer, Cornerstone Services, in time for insertion;
- j) When each issue is printed and mailed, the General Manager sends the Ad Manager a check for all ads the Ad Manager sold in that current issue.

INTERVIEWS: For serious candidates, we will initially meet via zoom. The following documents for review prior to 2nd interview candidates:

- Publishing schedule for the next four issues,
- A sales report covering the most recent issue,
- Our current media kit,
- A list of current advertisers (if there is no email address listed, that customer does not use email. ...),
- An ad campaign list provided by our former sales manager

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