

Ad Managers

- Advertisers contact us to be in the magazine. We do not need to do any salesmanship.
- Manage advertiser contact information in Quickbooks Online, entering new and changed information and making advertisers “inactive” when they stop advertising.
- Explain to advertisers that we invoice the month before an ad appears and expect payment by the due date. Ads can be canceled or changed before 8th of the month and run until advertiser tells us to stop or we drop them for non-payment.
- Compose invoice templates in Quickbooks Online and set up as recurring transactions. Check Quickbooks Online to make sure advertisers are paying & contact those that are overdue by email or phone. Most advertisers are invoiced electronically and can pay electronically.
- Print and mail invoices in prestamped envelopes to advertisers (< ~5) who request paper copy. Each envelope should also include a return addressed payment envelope. Finance manager provides these envelopes.
- Contact delinquent advertisers (resend invoices, send email, phone) to encourage payment
- Report at monthly meeting about # of ads and discuss any concerns.

Classified Ad Manager (4 hours/month)

- Ad Manager tasks listed above plus
- Advertisers must email exact ad wording. We charge by the word as specified on in our media kit, (currently \$17 up to 25 words and \$0.60 /word thereafter)
- Update Classified Ads Word doc each month. Delete obsolete ads. Type new ads. Send to Copy editor [Carol] on 8th of month. Check each issue to be sure ads appear and are invoiced correctly.

Note only 1-2 new classified ads or changes / month. We have ~ 35 classified ads. We allow classified ads a month to pay. Usually ~ 5 need reminding to pay.

Display Ad Manager (8 hours)

- Ad Manager tasks listed above plus
- Accept new ad images as pdfs. Confirm that Ad is readable at purchased size and that resolution & size conform with Media Kit specifications. [On Mac, Adobe Acrobat gives display size and resolution of pdfs but PC version does not. I use photoshop, InDesign also gives this information.]
- Maintain a spreadsheet naming Display ad pdf files each month, highlighting changes, new ads or deletions. This file indicates where premium files are to be placed.
- Send spreadsheet plus new ad pdfs to Lay-out person [Mary Ronen] on 8th of the month.

Note ~10 display ads change images each month. We have ~ 35 display ads. We expect display advertisers to pay within 15 days (because we need to know if any ads need to be pulled from the layout for nonpayment). Usually ~ 5 need reminding to pay.

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