

Punta Gorda Isles Fishing Club

Job Description: Advertising Director

Duties include:

1. Solicit newsletter ads based on published rate schedule to advertise in the monthly newsletter. Goal is to meet advertising budget which will be established by the January board meeting of each year.
2. Within the final quarter of the year, send out ad renewal notices to all advertisers and reminder notices as needed.
3. Collect advertising dues by end of year and give to Treasurer.
4. Create and maintain relationship with advertisers
5. Coordinate with newsletter editor on all matters relating to advertising. These include but are not limited to: providing content/layout requirement, size of ad, all changes in copy/layout requested by current advertisers, notification as to when ads are to be dropped and/or added.
6. Advise Treasurer of new advertisers.
7. Notify Board and Newsletter Editor in the event an advertiser decide not to renew.
8. Maintain power point that contains ads for current advertisers that is displayed during "social" time prior to the meeting
9. On a periodic basis create and distribute "certificate of appreciation" of advertising awards as agreed to by BOD.
10. Review advertising dues periodically.
11. Send e-mail blasts as needed for new advertisers.
12. Provide Webmaster with list of those companies that support the FC along with their hot links and advertisements

Revised 5/14/2024