

AD SALES FOR PRINTED PROGRAM

Holland Chorale

12/10/18

Brian Carder

Run a campaign of ad sales, renewals and new, during the spring and summer, to support the advertising in the Season Program.

1. Encourage singers and board members to secure advertising. Provide materials in order for each one to close the sale.
2. Follow up on advertisers for contract sign-offs and ad materials.
3. Keep a master sheet of contacts and details and progress. Share this with the HC Operations Manager and the Graphic Designer/Communications Manager.
4. Present the final list to Operations Manager for invoicing.
5. Mail out the finished season program books to each advertiser.