

Drifter Policy and Procedures

Date: 01/01/2017

Position Title: Drifter Ad Manager – SVR Board approved title 01/01/2015

Drifter Ad Manager is appointed by the President of the SVR Board and serves for a term of one year. Additional year may be added upon recommendation from the Board President.

The Ad Manager reports directly to the Drifter Editor, who presents a potential advertiser to the SVR Board for approval. The Ad Manager has the authority to sign the ad contract on behalf of the SVR Board upon advertiser acceptance.

SVR Board will supply business cards at no charge, with the title of Ad Manager.

The Ad Manager does not have the authority to change or modify the ad contract unless the Board has given written permission to do so. Once a contract is signed, a copy is sent to the Treasurer to be logged in for future reference.

All ad rate changes, ad sizing and billing cycles are decided upon by the SVR Board. The Editor has the discretion regarding placement of ads within the Drifter.

The current or new advertisers are responsible for supplying their ad 45 days in advance of the established Drifter print date.

The advertiser is required to submit one black/white ad for the Drifter and one ad in color for use on the SVR website. Additional business logo tags can be used on the website and e-blasts.

Charges for ad space are billed in November with December being the due date for payment. The SVR Treasurer's duty is to send invoices to the clients. It is the responsibility of the Ad Manager to communicate any issues regarding client's rate/ad size change or non-renewal prior to November to the Treasurer.

The advertiser owns the space as stated in the contract, however the Drifter Editor has authority as to location of the ad and content within the Drifter. Contracts are usually set for one year and fees charged cover that year. Fees can be pro-rated depending on when the original (partial year) contract was signed.

The advertiser has the option to change his ad at any time during the year as long as it complies within the Drifter publishing guidelines.

It has been the policy to offer new advertisers a half-page (one time) introduction article highlighting their business to the SVR membership. This article is usually written by the Ad Manager, or the owner has the choice to do it himself. During the year one or more advertisers could have a change in location, ownership or remodel – this change could warrant a brief article identifying those changes.

Drifter postage expense is reimbursed by the SVR. The Ad Manager shall submit an invoice for expenses monthly and send the request the Treasurer for reimbursement.

Special Note: The SVR Board approved a rate change for 2016. SVR Board approved new ad sizes to make the Drifter more advertiser friendly, reduce costs to advertisers, control printing/postage costs, and cancelled all full page size ads.

The Editorial Staff limited the number of advertisers based on ad size to conform to a specific ratio of ads vs written content/flyers – maintaining recognized “Standard Advertising Policies and Practices” for printed material. The ratio of ads to content may be adjusted based on the discretion of the Drifter Editor.

The SVR Board in 2015 approved giving those advertisers who paid their invoices on time a free ad (no charge) in the SVR Membership Guide.

When an advertiser signs a contract, they receive the following:

- ✓ Ad in B/W in the Drifter – size and locations determined by availability – for one year.
- ✓ Ad in color on the Website (Drifter copy).
- ✓ Business Logo in color (Website) to be used in e-mail blasts.
- ✓ Opportunity to sponsor various SVR events during the year. (1st Choice of events)
- ✓ Free ad in the Membership Guide, published early – when invoice is paid on time.
- ✓ One half-page introduction article in the Drifter.

Potential Advertisers Receive the following:

- 1 Copy of Drifter Information sheet outlining potential opportunities with contact information.
- 1 Copy of the advertising size ad layout with spot availability.
- 1 Pricing Ad Chart
- 1 Copy of the current Drifter