

**MARYLAND SCHOOL NUTRITION ASSOCIATION
DUTIES AND RESPONSIBILITIES OF
SPECIFIC EXECUTIVE BOARD COMMITTEE**

Advertising Committee

Purpose – To solicit and arrange for placement of vendor/manufacture advertising in *Serving Spoon* and Convention Program.

Responsibilities:

1. Notify vendors/manufacturers about annual advertising packages available. This notification typically occurs via email as part of the *Industry Opportunities* packet that is sent to prospective advertisers/exhibitors/industry members.
2. Follow up via phone to existing advertisers who did not respond to notification. Look for commitment to place ads.
3. Collect artwork that meets MSNA's *Advertising Submission Guidelines* from each advertiser in advance of each publication deadline.

Publication Deadlines:

February 1 – Spring *Serving Spoon*

May 1 – Summer *Serving Spoon*

August 1 – Fall *Serving Spoon*

September 1 – Convention Program

November 1 – Winter *Serving Spoon*

Advertising Submission Guidelines

Full page ad size is 7.8" x 10.3." If image is to bleed, please size to 8.5" x 11" with a 1/8" bleed all around.

Half page ad size (landscape orientation only) is 7.8" x 5.15" Bleeds are not recommended for half page ads.

All ads are printed in grayscale. For optimal printing quality, please provide a grayscale, high resolution, actual size, PDF or EPS file. Please note that logos saved from websites are not high resolution and will not print clearly.

4. By publication deadline, provide Executive Secretary with 1) artwork for each advertiser and 2) a list that identifies each advertiser, the size of the ad and the date the artwork was emailed to the Executive Secretary.
5. Carefully review advertising proof sent electronically from Executive Secretary to confirm that each advertiser is represented, that the correct artwork for that advertiser has been placed, and, when necessary, that the advertiser's

placement requests (back page, right side of magazine, etc.) have been honored.

6. Follow up with paid advertisers who did not submit artwork in an attempt to secure artwork for upcoming publications.
7. Work with vendors/manufacturers who request partial year advertising contracts.
8. Confirm that all advertisers have paid in full and request invoices as needed from Executive Secretary.
9. Follow up with Treasurer to make sure all payments are received and posted to the advertising line item in the budget.
10. Periodically review advertising information on website (www.MdSNA.org) to ensure that it is accurate and up-to-date. Provide changes/updates to webmaster or Executive Secretary.
11. Update this position description as needed, providing changes to Handbook and By-Laws chair or to Executive Secretary.

Convention Activities:

1. Touch base with vendors and manufacturers who placed ads in the Convention Program. Thank each vendor for their support of MSNA.