

## CATALOG ADVERTISING CHAIR

Responsible for soliciting catalog advertising and collecting fees. Coordinates and assembles all advertising pages (including paid advertising, show committee pages and information required by AKC) and submits all catalog content to the Superintendent by prescribed deadlines. Develops layout of show committee pages unless otherwise assigned.

### Qualifications

- A highly motivated, creative, and detail-oriented individual.
- Good organization and follow-up skills.
- Familiarity with desktop publishing and transmitting attachments via e-mail; graphic design skills helpful but not required.
- Ability to apply the following basic management skills: (e.g. setting priorities, making decisions, being resourceful and solving problems quickly and efficiently, meeting deadlines, dealing effectively with people).

### Time Commitment

This is at least a one-year assignment, with a busy period occurring at the beginning to identify budget and pricing and develop marketing plans. Very high level of activity approximately two months prior to the Specialty and upon close of entries. There is also a two-week period after the Specialty when letters of appreciation and reports should be sent.

### Time Line

#### *Upon Accepting the Assignment*

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, Catalog Advertising, noting all details of the position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Obtain copy of Superintendent contract, ad specifications and historical data from Show Chair.
- Work with Show Chairs to develop the preliminary budget.

#### *At least One Year Prior to the Specialty*

- Plan on attending current year's specialty if possible to learn from current Chair and make contacts for your event. If unable to attend, contact past Chair to gain knowledge of what worked well, what didn't, etc.
- Develop ideas for marketing campaigns to solicit advertising. Discuss placement of catalog advertising in the Alpenhorn with the Publicity Chair.

#### *Six Months Prior to the Specialty*

- Finalize catalog advertising sections, pricing and budget.
- Promote catalog advertising via letters/e-mails to the various e-lists and regional clubs for inclusion in newsletters.
- Submit information for the planning booklet, premium list\* and Specialty website to the respective Chairs by prescribed deadlines. (\*Premium list content given to the Show Chair.) Content should include: size of ads allowed and advertising prices, requirements for material sent in for reproduction; types of acceptable media and file formats; methods of submitting ad materials i.e. standard mail, express carriers, electronic, payment methods; deadline for submission. Proofread and return comments on all drafts by the prescribed deadlines.

- Notify Test/Trial Secretaries of submittal requirements/deadlines for event boilerplate pages (should be same deadline as “paid” advertising pages.)

#### ***Four-Two Months before the Specialty***

- Collect ads. Review for typos and compliance with BMDCA Advertising Policy.
- **Payments should be forwarded to the Specialty Treasurer within 10 days of receipt on the Cash/Check Submittal Form.** (See Chapter 6 Attachment A-3.)
- Coordinate development of AKC pages (i.e. Breed Standard, trophy submissions) and show committee pages (i.e. Front/Back covers, Show Chair welcome, sponsor appreciation pages, event dividers, event boilerplate and other optional pages) and submit within prescribed deadline.
- Notify Test/Trial Secretaries of submittal requirements/deadlines for entry pages.

#### ***Three Weeks prior to the Specialty***

- Collect entries from Secretaries of non-superintended events and submit to Superintendent prior to prescribed deadline.
- Contact Catalog Sales Chair to arrange for assistance with the return of catalog ads at the Specialty.

#### ***Week of the Specialty***

- Receive advertising materials back from the Superintendent and distribute back to the original advertisers.

#### ***Within Two Weeks of the Specialty***

- Send proof of publication with thank you notes to all corporate advertisers.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

#### **Key Statistics for Historical Data:**

1. Advertising fees for all ad sizes
2. Price per photo
3. Number of Paid Catalog advertising pages
4. Number of photo pages
5. Number of Show Committee Pages (entry pages/non-entry)
6. Number of pages in catalog