

**PORTLAND BEAD SOCIETY
STANDARD OPERATING PROCEDURE
ADVERTISING COORDINATOR**

- The Advertising Coordinator, in accordance with the PBS By-laws shall:
 - Accept advertisements for the newsletter and website and submit them to the Newsletter Publisher and Website Coordinator.
 - Notify advertisers when payments are due.
 - Deliver advertising revenues to the Treasurer.
 - Submit PBS advertising to national publications at the direction of the Board.

- As a Board member, Advertising Coordinator shall:
 - Comply with the PBS by-laws.
 - Adhere to the PBS Code of Conduct and to the provisions outlined in the Board-approved modification of the “Internal Revenue Service Good Governance Document”.
 - Write and/or update the Standard Operating Procedure for this position.
 - Prepare an annual budget to be presented at the yearly Budget Meeting. Be responsible for the budget for the position. All over expenditures will be brought to the Board for review and approval. All receipts, invoices and expenditures will be documented in accordance with PBS financial procedures.
 - Attend Board and General Meetings on a regular basis. Arrange for a substitute for these meetings when appropriate.

- The Advertising Coordinator shall:
 - Accept advertiser checks from PBS members for the newsletter and the website. (NOTE: The advertiser sends the digital or hardcopy ad directly to either the Newsletter Publisher and/or Website Coordinator.)
 - Confirm that the advertiser is a current PBS member.
 - Enter advertiser’s check information in the Advertising spread sheet, including the length of time for which the ad was paid, the due date for renewal, and whether the ad is for the newsletter or the website or both.
 - Add new advertisers to the chart of advertiser due dates.
 - If the ad is for the newsletter, give the list of paid ads for the next newsletter to the Publisher before the due date printed in the Newsletter schedule as printed on page 2 of every PBS Newsletter.
 - If the ad is for the website, notify the Website Coordinator. Website Coordinator will notify the Advertising Coordinator when the ad is posted and this information will be recorded on the Advertising Coordinator’s website chart.
 - Deliver Advertising revenues to the Treasurer.
 - Complete a Record of Deposit itemizing all checks under the category of advertising income.
 - Present the checks with the Itemized Record of Deposit to the Treasurer at the next Board meeting.
 - Based on the advertiser due dates, notify advertisers 1 month prior to when payments are due.
 - Keep the newsletter information current about placing an current in the Newsletter and on the Website.
 - Submit PBS advertising to national publications at the direction of the Board.

- Provide a copy of the Advertising Record for the Website and Newsletter to the President.
- The Advertising Coordinator shall maintain a back-up of records as specified in the Records SOP.
- When leaving this Board-appointed position, the Advertising Coordinator shall deliver all documents, materials, and equipment pertaining to their positions to their successors within 30 days. All PBS-owned equipment shall be handed off in good working order, to the succeeding officer, including hardware and software.

Revised and approved by the PBS Board, March 19, 2013

Adopted by the PBS Board

October 18, 2011