

## **ADVERTISING COMMITTEE**

### **Charges**

1. To establish guidelines for advertising in the KSRA Newsletter and the Pennsylvania Reads Journal as well as the Website in conjunction with the Editorial Committee
2. To establish the charges for those advertisements based on full page, half page, or quarter page in conjunction with the KSRA Executive Committee
3. To investigate and clarify the types of advertising that would be appropriate for the newsletter, journal, and Website (Examples: local and regional conferences, higher education reading programs, educational products, job openings, etc.)

### **Duties of the Chair**

1. To investigate the legality of soliciting advertising for the newspaper, journal, and Website
2. To work with the Editorial Committee in establishing guidelines for advertising
3. To seek members for the committee
4. To advertise the fees for advertisers once they are set by the Executive Committee
5. To meet with the Public Relations Committee to investigate ways to get advertising for the newsletter, journal, and Website
6. To prepare an annual report and submit a copy for file with the secretary (Bylaws Article VI, Section 12) and more frequently if requested by the president