

The Missouri Federation of Square 'N Round Dance Clubs, Inc.

APPENDIX N

Standing Operating Procedures (SOP)

April 23, 2020

The Show-Me Doin's Advertising

1. **PURPOSE:** To establish and govern the Advertising Committee for the Missouri Federation of Square "N Round Dance Clubs, Inc.
2. **SCOPE:** This SOP applies to *The Show-Me Doin's* Advertising Manager, The Missouri Federation of Square 'N Round Dance Clubs, Inc., and should be used when performing the functions of Advertising Manager.
3. **AUTHORITY:** The Missouri Federation of Square 'N Round Dance Clubs, Inc.
4. **REFERENCES:** Missouri Federation of Square 'N Round Dance Clubs, Inc. Constitution and Bylaws (Working Rules).
5. **MEMBERSHIP:**
 - a. The Advertising Manager has a base membership of one (1) member. The Manger is appointed annually by the President, Missouri Federation of Square 'N Round Dance Clubs, Inc., with the approval of the Federation Board of Directors, to serve a one year term.
 - b. Each year, the Federation President may recommend to the Board of Directors either the reappointment of the manager, or the appointment of a new manager to replace the manager whose membership is expiring.
 - c. The Advertising Manager is a member of the Publications Committee.
 - d. The Advertising Manager is a member of the Federation Board of Directors and has one vote.
6. **PROCEDURES:**
 - a. **RESPONSIBILITIES OF THE ADVERTISING MANAGER**
 - i. To promote and oversee the advertising program for the Missouri Federation of Square 'N Round Dance Clubs, Inc. official publication, *The Show-Me Doin's*.
 - ii. Is responsible for maintaining and up-dating this SOP when needed.
 - iii. Insuring updated guidance concerning advertising in *The Show-Me Doin's* is provided to the Federation, Districts and Clubs.
 - iv. To work with the Publications Committee to:
 1. Enhance the publication *The Show-Me Doin's*.
 2. To promote and create programs to enhance the distribution of *The Show-Me Doin's*.
 3. To promote advertising in *The Show-Me Doin's*.
 4. Represent the *Show-Me Doin's* staff at various events, such as the State Festival, Doin's Dances, District Dances, etc.

- v. To solicit advertisements from businesses, square dance clubs, callers, cuers, individuals, all other entities that may be interested in placing an advertisement in *The Show-Me Doin's*.
- vi. To receive and review all advertisements submitted for publication in *The Show-Me Doin's*, including:
 - 1. Federation advertisements
 - 2. District Advertisements
 - 3. Club advertisements
 - 4. Commercial advertisements
 - 5. Memorials
 - 6. Caller/Cuer Directory listings
 - 7. All other advertisements
- vii. Provide advice or assistance to those who need help:
 - 1. In designing their advertisements when preparing drafts of advertisements to be published in *The Show-Me Doin's*.
 - 2. In receiving and reviewing draft and final copy advertisements from advertisers prior to publishing said advertisements.
- viii. All other duties assigned or required.

b. ADVERTISING PACKET

- i. All advertisements submitted for publication should be received by the Advertising Chairman by 25th day of each odd month (January, March, May, July, September, November). On months the 25th falls on a non-postal work day, the advertisements submitted for publication will be accepted on the first postal working day after the 25th day of the month.
- ii. The Advertising Manager shall consolidate all advertisements received into an advertising packet for submission to the publisher. Said packet should be mailed no later than two days after the 28th day of the month. If the 28th day is a non-postal work day, the packet may be mailed on the first postal work day following the 28th, or if ready early, mailed prior to the 28th day of the month. Exceptions to the mailing date can be arranged.
- iii. The advertising packet should contain a cover sheet listing all advertisements being submitted for publication in *The Show-Me Doin's*. The advertising material will be arranged (segregated) as they will appear in the publication, by district as follows:
 - 1. Central District
 - 2. Northeast District
 - 3. Northwest District
 - 4. St. Louis District
 - 5. Southeast District
 - 6. Southwest District
 - 7. West Central District
- iv. Each advertisement in the packet will be numbered consecutively starting with the number 1 followed by 2, 3, etc.
- v. The cover sheet to the advertising packet will contain a list of all advertisements being submitted for publication. This cover sheet will be in a five-column format as follows:

1. Column 1 – The number of the advertisement in the packet.
 2. Column 2 – Name of the advertiser or description of the advertisement.
 3. Column 3 – Size of the advertisement (e.g. ¼ page, ½ page, full-page, column size, etc.).
 4. Column 4 – Expiration date of the advertisement.
 5. Column 5 – An indication of whether the advertisement is an ANNUAL advertisement, one-time (ONLY) or No Charge (NC), or a program advertisement that runs continuously or indefinitely.
- vi. The draft advertisements should be attached to the original publication list in the order that they should appear in *The Show-Me Doin's* publication. Advertisements should be segregated so they appear in the district where the function will take place or where the advertisers reside unless requested to do otherwise by the advertiser.
 - vii. A copy of the advertising cover sheet should be forwarded to the Editor.
 - viii. A list of all annual advertisers with their addresses, size of advertisement and expiration date of their advertisement will be prepared and forwarded to the Circulation Manager. Commercial advertisers paying for a ¼, ½ or full-page or larger advertisement will receive a complimentary subscription to *The Show-Me Doin's*.
 - ix. A file copy of each advertising packet and advertiser report will be maintained for record. A copy of the completed publication will be added to the file upon receipt.
 - x. Upon receipt of the draft *The Show-Me Doin's* for proofing, the Advertising Manager will compare advertisements in the publication to the material sent to the publisher to ensure that all information in the publication is correct. The publisher and Editor of *The Show-Me Doin's* will be notified of any discrepancies.
 - xi. Ensure that all advertising, unless stated elsewhere in the SOP or agreed upon by the Board of Directors is accompanied by payment commensurate to the advertisement submitted/requested.
 - xii. Maintain an Advertising bank account in a bank. This bank account shall have a base balance of \$100.00 to cover any expenses that may be incurred prior to additional funds being received and deposited into the account, and to comply with the minimum account balances required by the banking institution. All monies received by the Advertising Manager shall be deposited into this account. All monies in the account over \$100.00 will be disbursed to the Missouri Federation at the state meetings accompanied by an Advertising financial report.
 - xiii. Record in a general accounts ledger all advertising fees received with advertisements, for listing in the Caller/Cuer Directory, or in response to statements sent for advertising renewals. All monies and checks will be deposited into a checking account at a bank chosen by the Advertising Manager and approved by the Board of Directors. The checking account is to be in the name of: *The Show –Me Doin's* Advertising, C/O (name of Advertising Manager) and the address and phone number of the Advertising Manager. A second member of the Board of Directors should

also be a co-signer on this account in the event the Advertising Chairman is unable to perform his/her duties.

- xiv. Prepare a draft of the "Callers and Cuers Directory" for the January/February, May/June and September/October issues of *The Show-Me Doin's* publication. A listing will be maintained indicating which issue and year each caller's listing expires. Statements will be sent to each caller/cuer as their subscription expires, (e.g. If a caller's listing expires with the September/October issue, the statement will be mailed so that the listing is renewed for the January/February publication).

c. ANNUAL (CONTINUOUS ADVERTISEMENTS):

- i. Maintain a current list of all annual advertisements and their expiration dates.
- ii. Review the status of all annual advertisements bi-monthly and send renewal statements sixty (60) days prior to their expiration date (e.g. Advertisements that expire with the January/February issue should have statements mailed no later than November 25th).
- iii. Request that payments be made within 15 days. If payment is not received, a second statement should be mailed to the advertiser with a letter repeating the expiration date. Payment should be made no later than thirty days from the invoice date. Advertisements are considered delinquent after sixty (60) days.
- iv. Record monies received in response to statements to annual advertisers and deposit funds in *The Show-Me Doin's Advertising* bank account. Statements will be marked "PAID" and annotated with the check number, date of check, the date the check was received and who endorsed the check.

d. FREE ADVERTISEMENTS:

- i. Free advertisements, as space allows, (filler pages) may include the following:
 - 1. Missouri Federation State Dance
 - 2. Missouri State Bluebird Dress promotion
 - 3. Doin's subscription dances
 - 4. National convention materials
 - 5. Missouri State license plate promotion
 - 6. Let's Toot our Horn program
 - 7. Promotional material for other federation programs
- ii. Chairmen of each program area, e.g. Bluebirds, license plates, etc. are responsible for the content and timing of their advertisements. They will maintain them and route them to the Advertising Manager.

e. FAXING/E-MAILING:

- i. Advertisers who prepare their own advertisement may E-mail the advertisements directly to the Advertising Manager for inclusion in the advertising packet. The Advertising Manager forwards all advertisements

received by E-mail directly to the publisher so the advertisements can be directly downloaded into the publication being worked on.

- ii. Because of time constraints, the Advertising Manager may allow advertisers who first contact him/her to FAX or E-Mail advertisements or updates directly to the publisher with a courtesy copy FAXed or E-Mailed to him/her. Arrangements for payment or billing of new advertisements must be made first.

f. EXCHANGE ADVERTISEMENTS:

- i. Exchange advertisements may be made with the following organizations.
 - 1. Heart of America (FedFacts).
 - 2. Arkansas Federation.
 - 3. St. Louis Metro Square and Round Dance Association.
 - 4. This list may be amended from time to time. An equal monetary price should be established, and, and if necessary, a check exchanged for maintenance of an audit trail.
- ii. A reciprocal agreement will be prepared and signed by each organization that agrees to exchange advertisements.

g. CONFLICTING AND OFFENSIVE ADVERTISEMENTS:

- i. No advertisements will be accepted that advertise dances on the weekend of the Missouri State Federation Dance (normally the third Friday, Saturday and the Sunday of that weekend in October)
- ii. Advertisements of alcohol, tobacco, or other abuse substances will not be accepted.
- iii. Advertisements of a political nature will not be accepted.

h. MEMORIALS:

- i. A QUARTER PAGE Memorial for members of the Missouri Federation may be submitted for publication FREE OF CHARGE. Anyone wanting to place a memorial larger than a quarter page shall pay the cost of a half-page or full-page memorial minus a \$10.00 discount.
 - 1. Quarter Page – Free
 - 2. Half-Page - \$20.00
 - 3. Full-Page - \$40.00
- ii. A FULL-PAGE Memorial for Missouri Federation President and Past Presidents will be placed FREE OF CHARGE. The Federation President, in coordination with the appropriate District President, will prepare a full-page memorial suitable for publication.

i. MEETINGS:

- i. The Advertising Manager shall attend all regular and special meetings of the Publication Committee when called. Regularly scheduled meetings are on the day the Missouri Federation of Square 'N Round Dance Club, Inc. meets in February, April, June, August, September, and December of each year.

- ii. The Advertising Manager shall present an Advertising Financial Report at the regular state meetings of the Missouri Federation of Square 'N Round Dance Clubs, Inc. The Financial Report will include:
 1. The beginning and ending dates of the report (Date last meeting was held and the date current meeting is held)
 2. Balance brought forward: \$100.00
 3. Revenue:
 - a. Doin's Subscriptions, Amount
 - b. Advertising Revenue, Amount
 - c. Donations, Amount
 - d. TOTAL REVENUE
 4. Expenses: List each expense by check number, whom the check was written to, date of check and the amount
 - a. Postmaster for mailing ad packet, Amount
 - b. Refunds, To whom, Amount
 - c. Postage Stamps, Amount
 - d. Copy Cost, Amount
 - e. TOTAL EXPENSES
 5. Disbursement:
 - a. Monies paid (transferred) to the Missouri Federation by check number, date of check, made payable to the Missouri Federation of Square 'N Round Dance Clubs, Inc.
 6. Balance Carried Forward: \$100.00
- iii. State Convention:
 1. The Advertising Manager shall reserve a table at the State Convention for the purpose of creating a display promoting advertising in the *Show-Me Doin's*.
 2. The Advertising Manager shall assist the Publication Committee in conducting the annual Doin's Dance as part of the State festival.
 3. The Advertising Manager may provide educational seminars/classes at the State Festival that provides direction to those wishing to learn more about advertising in the Doin's. Topics may include, but are not limited to:
 - a. Placing advertising
 - b. Designing advertisements
 - c. Keeping the advertisements up-to-date
 - d. Use of photographs and clipart
 - e. Memorial. What information is needed, is appropriate, etc.
- iv. **AUDITS:**
 1. The Advertising Manager shall submit to the Audit Committee the annual financial records and check book register at the February meeting of the Missouri Federation of Square 'N Round Dance Clubs, Inc. for an annual audit. Prior to doing so, make a copy of the records so if in the event the records are lost, a working copy is still maintained. It may be necessary to maintain some auxiliary

records during the time of the audit in order to operate until the audit is completed.

2. An audit should be completed whenever a change of Advertising Chairman occurs.

v. **OTHER DUTIES AS ASSIGNED.**

Annex A Finance Report

Missouri Federation of Square 'N Round Dance Clubs, Inc.
The Show-Me Doin's Advertising and Directory Report
October 18, 2020 through December 13, 2020

Balance brought forward	\$100.00
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REVENUE:

Revenue from DOIN'S Subscriptions - One new subscription	\$0.00
Revenue collected for DOIN's Ads and Caller/Cuer Directory Listings	\$368.00
Donations	\$0.00
SUB TOTAL:	<u>\$468.00</u>

EXPENSES:

Check No. 496, 30 Sept 2020, Postmaster, Dixon MO, for mailing ads to Publisher	\$7.75
TOTAL EXPENSES:	<u>\$7.75</u>
TOTAL:	<u>\$460.25</u>

DISBURSEMENT:

Check No. 497, 7 December 2020 to the Missouri Federation of Square 'N Round Dance Clubs, Inc.	\$360.25
Balance Carried Forward, December 7, 2020	<u>\$100.00</u>

Respectfully submitted:

Name of Manager
Advertising Manager