



Advancing the Future of Public Safety

 Ontario Trillium Section

## Advertising Chair Job Description - Appointed Position

Be a member in good standing with the IMSA International and IMSA Ontario Trillium Section.

Maintain contact with new and existing advertisers in the Traffic Control, Roadway Lighting and related areas.

Newsletter ads are available in four sizes: Business Card, Quarter Page, Half Page, and Back Page. Pricing for each size shall be confirmed by the Board of Directors for the current fiscal year.

The Back Page ad is available and it is the Ad Chair's responsibility to solicit this ad quarterly well in advance of the Submission Deadlines as shown in the current Newsletter.

The Ad Chair's job includes follow up on unpaid invoices as directed by the Treasurer at a suitable time after the invoices are e-mailed out the first part of December. This process will commence for the 2026 newsletter.

When an Advertiser sends in a new or revised ad to the AD Chair, It must be checked to ensure that it meets the specifications listed below, then forwarded to the Newsletter Coordinator for inclusion in the next issue of the Newsletter.

A brief report is required for Executive Meetings, usually consisting of the current number of ads and advertisers and any changes since the last meeting.

### Notes:

The best format for an ad is 300 dpi PDF. The ad should be created in the size it will appear, IE: A Quarter Page ad should be built as a quarter page, not reduced or expanded from another size.

We have approximately 33 Advertisers and 37 ads. It is acceptable for an advertiser to have more than one ad.

There may be some additional items that could be added to the above, such as a list of Back Page advertisers (4-5), that we contact regularly when required. This, of course will be made available, along with any other help required by the new Ad Chair.