

Please send bid proposals to:

Randy Faul

1254 NW Brownville St.

Arcadia, Florida 34266

Deadline for bids proposals is May 31, 2018.

Magazine Editor/Advertising Manager Bid Proposal

This bid proposal is for the Independent Contractor position of Magazine Editor/Advertising Manager. The Contractor is responsible for providing support services for FTR as specified in the contract. The services provided by the Contractor shall be performed for the exclusive benefit of FTR.

Responsibilities and duties include:

1. Provide formatting and layout of the FTR magazine, in a format and fashion acceptable to a commercial printer without intervention or charges for formatting and layout by such commercial printer/publisher to print said publication and/or the webmaster for online publishing.
2. Provide camera ready copy to printer in sufficient time for printing and mailing of the magazine by the 1st of each month being published.
3. Meet with printer each month to go over upcoming magazine.
4. Provide typesetter with copy, check for obvious typos, and ensure the proper ads, race flyers, and articles for that issue are included.
5. Cooperate with the Business Manager, clubs, and committees for timely publication of required items, such as committee minutes, event flyers, election ballots, etc.
6. Provide email reminders to those providing regular columns or pictures to the magazine of upcoming submission deadlines.
7. Review race schedule on a regular basis and provide email reminders to clubs about deadlines for submitting flyers for their events.
8. Work with clubs on updating and/or modifying flyers for upcoming events.
9. Work with Banquet Committee on advertising for the Annual Awards Banquet.
10. Maintain correct contact information in the magazine.
11. Work with advertisers adding, correcting, and changing or canceling ads. Solicit advertising from appropriate businesses and individuals.
12. Marketing the events of FTR to potential clients
13. Creating pricing strategies and deals for advertisers
14. Forming sales contacts and negotiating with clients
15. Provide the Business Manager with a monthly report for ads in each issue.
16. Creating and managing ad contracts, in-bound and outbound advertising correspondence
17. Creating, editing and updating custom ads built in InDesign paid for by the client
18. Managing client relationships and sending follow-up notices/renewals
19. Working with business manager to collect invoices; tracking down contracts
20. Supporting advertising partnerships; creating, editing and updating house ads in InDesign
21. Communicating with clients to assure that ads and editorial content is executed according to contract
22. Soliciting new advertisers; calling upon traditional motorcycle shops, retail shops, dealers, clubs, online vendors and additional special markets
23. Inspect layouts and advertising copy and other promotional material for adherence to specifications prior to publication
24. Coordinating publicity and promotion of online advertising; graphic design of online ads
25. Establishing promotional plans for special events; concept and design of promotional programs with editor
26. Developing sales content, managing copywriting and production of advertisements

27. Pushing content to social media, maintain and grow organizations presence on sites: Facebook, Twitter; enhancing interaction with the community
28. Develop organizations presence on Google+ and maintaining FTR blog
29. Responsible for shipping magazines to new members, back issues, storage issues
30. Research other organizations in the industry to find new ways in which to promote the organizations brand
31. Representing FTR Magazine at events
32. Placing and monitoring pay-per-click advertising
33. Preparing monthly Google Analytics report reflecting statistics of website reviews and site performance, including identify trends, audience profiles