**FERC Instructions for Sales and Marketing Committee**

**8/15/2016**

The job of the Sales and Marketing Committee is to generate revenue to the club by presenting the benefits of advertising in our world class newsletter. Committee members will solicit leads from club members, vendor fairs, and cold calls, to make presentations in order to close the sale. Our newsletter is a bi-monthly publication that is mailed to all of our active and honorary club members.

The schedule for submitting advertising materials closes on the 15th of alternate months beginning with January 15 of each year as follows:

Jan 15 Mar 15 May 15 Jul 15 Sep 15 Nov 15

The information is coordinated with the Communications committee and the newsletter editor.

**FERC NEWSLETTER ADVERTISING RATES**

**The FERC publishes six issues of our newsletter per year. To advertise by Newsletter issue:**

**Ad Size Duration Cost / Period**

**full page 1 issue $225 / issue**

**6 issues $200 / issue**

**half page 1 issue $150 / issue**

**6 issues $125 / issue**

**quarter page 1 issue $90 / issue**

**6 issues $75 / issue**

**calling card 1 issue $60 / issue**

**6 issues $50 / issue**

**NOTES: 1. Website banner size is 468 x 60 pixels**

**2. Single-issue prices are for a one-time placement with camera-ready copy**

**3. Six-issue (1 year) prices represent a 15% reduction from single-issue prices. In essence, a year’s contract affords the customer 6 issues for the price of 5 singles if purchased separately.**

For years Sales people from all industries have asked to make sales presentations to our members as our primary speakers during our lunches. Our Board voted not to have sales pitches or political speeches during our lunches because each point of view and sales pitch generated a request for equal time for the opposite view and/or competing product. In order to accommodate these vendors, the board provides space for vendors during our luncheons for sales presentations to set up their wares during that time at a cost of $150. This entitles the vendor to a single lunch and a 3-5 minute presentation to the entire gathering . The vendor is then welcome to stay or leave as they please after the meal.

Some advertisers wish to target their message to certain demographics and not to whole country. We have the ability to do that by inserting their 8.5 X 11” printed sheets into the pre-selected Zip codes. This is coordinated with the newsletter editor, the printer and the Membership committee. The cost for the insert is the same as a full printed ad page pricing.

**CURRENT ADVERTISERS:**

**Kristen Rocco, Marketing Coordinator (1 year 6 issues, ½ page beginning 1/15/2016)**

**FedEx Federal Credit Union**

**Phone number: 901-344-2556**

**2731 Nonconnah Blvd.**

**Memphis, TN 38132-2110**

[**www.feca.com**](http://www.feca.com)

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**PENDING ADVERTSIERS**:

SAFFRON INDIAN CUISINE Mr. Khan – owner - 901-207-7694

SPRINT - MICHELLE MAGEE 901-301-300

AAA – Regional Division - Joy Dixon 865-862-9140

AAA – Branch manager - Gary 901-751-4577 x 240

**CALLING CARD ORDERS:**

* Receive notice or order by Email, PayPal, phone, or personal contact.
* After you get a notice of an order for the Calling cards, go to  
  [www.Hotmail.com](http://www.hotmail.com/) and enter ID: [fercpay@hotmail.com](mailto:fercpay@hotmail.com) and for PW: 1FedEx$$ to enter site. Then click on the Calling Card link at left to see who paid.
* Verify payment of $35 before placing order via check or PayPal in Hotmail
* Provide all information via Fax, hand carry, or call (current printing Co.) Quick Print in Germantown 901-755-1190.
* **Receive Proof from Quick Print, verify information and Email image to the customer. Ask the customer to review all information.**
* **Convey all updated information to Quick Print and ask for another Proof. No orders are printed without WRITTEN approval from the customer.**
* **After all approvals are received from the member, you send the approval to Quick-Print to go to press.**
* **Pick up order from Q-Print and mail to customer. Mailing costs are included in the $35 cost.**
* **Sign the invoice and send or give to Treasurer for payment and a copy of the invoice and a card sample go to file.**

**TRI-FOLD FERC ADVERTISING BROICHURE**

* Every 6 months the advertising brochure should be reviewed for accuracy, and for relevance to our mission.
* Provide a copy to each Board member for review and suggested changes.
* Make changes and present to the BOD for approval and a vote.
* Quick Print in Germantown has done much of the work on researching the FedEx graphics and has proven to be competitively priced.
* Place the order for either 200/500/1000 for best value and present the Proof to the Board for approval. Every time there is a change a new Proof, at no cost, is prepared.
* After order is ready, pick up order from printer to keep our costs down.

**LUNCH WITH FERC**

* Study the FERC Directory sorted by State in order to determine concentration of FERC member.
* Choose a city where there may be overlap between our retirees and VA hospitals.
* The VA hospitals in the US are the club’s benefactors of our support. The Hoptel Program that was championed by our Chaplain Ken Pfohl provides the satellite group a choice for support if they do not have other charitable alternatives.
* I then turn over the information to the following committee chairpersons for follow up in their respective areas.
* The lead retiree is encouraged to invite other retirees to form a lunch group as a nucleus for growth. Meet on the second Thursday of each month in a convenient location with growth possibilities.
* The VA Coordinator provides the new Satellite with the Blue Print used in Memphis to approach their VA hospital in their area, in order to upgrade their Hoptels.
* The Communications and IT Committee Chairpersons will be the resources to help them establish communications (if needed) with Memphis when Memphis has an interesting speaker or program
* The Newsletter editor will provide resources and space in our Newsletter for the Satellite to share their experiences and photos.
* The Communications Chairperson can provide suggestions and help in spreading the word about FERC in their local newspapers, as their communications resource.
* The club treasurer will provide financial help in supporting the Satellite’s charities with the Board’s approval using the same guidelines we use in Memphis.

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