

Advertising Representative

ISSUE: _____

Score: _____/100

Name: _____

_____ **50 points: Advertising Representative**

_____ Makes sure the Corral has 20% of its space devoted to ads.

_____ Proofreads all ads.

_____ Organizes ad placement.

_____ Helps keep accounts payable/receivable book.

_____ Writes statements, sends and creates tear sheets in two weeks of publication.

_____ Contacts clients about their accounts if necessary.

_____ Works with adviser and school bookkeeper in paying bills, making deposits, and justifying ledger.

_____ Keeps files for advertisers current with copies of the contract, ad designs, logos, PMTs and receipts.

_____ Learns from Business Manager and prepares to fill additional roles if necessary.

Story Ideas (include written copy) _____/10 points

Brings 5 good, original story ideas: must be complete and written in correct format.

Ad Design (Staple each draft to next.) [If section editors work in conjunction with assistant editors, this rubric is applied to the “group project” of the design of that section.]

Meets all deadlines and design is appropriate for each.

1st _____ 10 points: All ad boxes placed with correct style; text is written.

2nd _____ 10 points: Corrections made; all graphics placed written; no spelling or factual errors; spaced correctly and all keylined/ boxed at 1 pt. lines; printed.

Final _____ 20 points: Prepared for final submission and finished on time.

ADDITIONAL WORK: _____

