

# Advertising/ Business Manager

**ISSUE:** \_\_\_\_\_

**Score:** \_\_\_\_\_/100

Name: \_\_\_\_\_

- \_\_\_\_\_ **50 points: Advertising/ Business Manager**
- \_\_\_\_\_ Makes sure the Corral has 25% of its space devoted to ads.
- \_\_\_\_\_ Proofreads all ads.
- \_\_\_\_\_ Organizes ad placement.
- \_\_\_\_\_ Keeps accounts payable/receiveable 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.
- \_\_\_\_\_ Participates in editorial board and honors seminar meetings.
- \_\_\_\_\_ Stays after school on Late Nights until all ads are completed and placed correctly on the page.

**Story Ideas (include written copy) \_\_\_\_\_/10 points**

Completes 5 original story ideas in correct format, easily readable with original ideas.

**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:** \_\_\_\_\_  
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