

Advertising Design Chair

Responsibilities: Selects images from our online image bank and creates designs for poster, postcard, bookmark and outdoor signage. S/he also designs print and online advertising in conjunction with the Publicity chair, confirming ad size, color specifications, contact information and delivery methods for various media. S/he maintains a spreadsheet with advertising information from year to year, and is responsible for making contact with printers and publishers and delivering print-ready files digitally in a timely fashion. S/he also adapts the postcard design to create web and social media banners for the web chair.

Skills needed: graphic design, digital publishing, digital photo-editing, basic Excel skills and familiarity with DropBox, Google Docs or some other online image repository. (Guy Wood has done our image management in the past, but plans to retire and will not be continuing to do so.)

Project details:

Poster/Postcard. We print our poster and postcards with Mustard Press, who also handles our mailing services. Amanda <amanda@mustardpress.com> is our contact; website is mustardpress.com. We order 50 posters, 6,500 postcards.

Bookmark. The bookmark is printed online by Uprinting.com. The bookmark measures 2" x 7.25", and is printed color front and back. We typically order 2,000 at a time. As specific dates are not included, just "Friday, Saturday and Sunday before Thanksgiving," extras may be carried over to use in succeeding years, and it may not be necessary to print more every year.

Outdoor signage. Like the bookmarks, outdoor signage is non-specific to dates, so may be reused. Signs are printed by BiGsignFX in Central Point, bigsignfx.com. Our contact is Anna <sales@bigsignfx.com>, and their upload site is www.hightail.com/u/BiGsignfx.

Print/digital advertising. The Publicity chair decides where and in what quantity to place print advertising, and cc's the Advertising Design chair with that information. Venues have included the Jefferson Journal, Jacksonville Review, Medford, Ashland and Grants Pass Sneak Preview, Southern Oregon Family, The Medford Mail Tribune, Ashland Daily Tidings, and the Grants Pass Daily Courier. The Mail Tribune has an online presence that will also need a specially formatted ad. Deadlines vary with publications, from mid-September to late October. Keeping specific information in an Excel spreadsheet is highly recommended.

Banners. Digital banners are needed for web and social media platforms. These are 72 dpi RGB jpegs, in dimensions of 828 x 315 pixels, 1200 x 630 pixels and 1280 x 768 pixels. They can be adapted from the postcard front, and need to include image and Clayfolk masthead, dates, location, and web address. Email them to the webmaster.

Points: The position earns 8 points. Up to two additional points can be earned by attending the January and October Show Committee Chair meetings. An additional point can be earned by staying for the General Meetings, held on the same date, giving the Advertising Chair the potential to earn 12 points total for the year.

Timing: Sometime in late July or early August, select images and start roughing out your poster design. If outdoor signage is needed, this is a good time to do this as well.

Try to have the poster and postcard designs complete by early September; this is well before they are needed to print (late September/early October), but all the advertisements are reworkings of these two items, so having them complete early makes ad design much simpler. Bookmarks, if needed, should be done at the end of September or beginning of October. Bookmarks, posters and postcards should all be printed before the October booth pick meeting, and web/social media banners completed.

The earliest ad deadlines, for monthly or bi-monthly magazines, are in mid-September to early October; the daily newspapers are much later, even into November.

Submitted 1/14/18 Frank Gosar