

Send resumes to:  
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Deadline is May 28, 2015

## **Freelance Magazine Editor contract service**

### **Appendix A1**

## **Freelance Advertising Manager contract service**

### **Appendix A2**

(All other appendices apply to both positions unless specifically addressed within the appendix section.)

### **Appendix A1**

#### **Florida Trail Riders, Inc. (FTR) Magazine**

Serve as editor and publisher of the magazine defined as follows.

##### **I. For printed and online editions of the magazine:**

Work with advertisers adding, correcting, and changing or canceling ads. Solicit advertising from appropriate businesses and individuals.

Provide the Business Manager with a monthly report that provides sufficient information to invoice advertisers for ads. (This will include but not limited to the name, address, phone number, e-mail address, and price to charge and description of what the charges are for).

Cooperate with the Business Manager, clubs, and committees for timely publication of required items, such as committee minutes, event flyers, election ballots, etc.

Provide email reminders to those providing regular columns or pictures to the magazine of upcoming submission deadlines.

Review race schedule on a regular basis and provide email reminders to clubs about deadlines for submitting flyers for their events.

Work with clubs on updating and/or modifying flyers for upcoming events.

Work with Banquet Committee on advertising for the Annual Awards Banquet.

Maintain correct contact information in the magazine.

## II. For printed editions of the magazine:

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.

***Provide camera ready copy to printer in sufficient time for printing and mailing of the magazine by the 1st of each month being published.***

Meet with printer each month to go over upcoming magazine.

Provide typesetter with copy, check for obvious typos, and ensure the proper ads, race flyers, and articles for that issue are included.

## III. For online editions of the magazine:

Provide formatting and layout of the FTR magazine, in a format and fashion similar to printed edition, to the FTR webmaster without intervention or charges for formatting and layout by the FTR webmaster.

***Provide availability of magazine by the 1st of each month published to web site.***

## Appendix A2

### Florida Trail Riders, Inc. (FTR) Advertising Manager

- Acting as agent for advertising accounts
- Marketing the events of FTR to potential clients
- Creating pricing strategies and deals for advertisers
- Forming sales contacts and negotiating with clients
- Creating and managing ad contracts, in-bound and outbound advertising correspondence
- Creating, editing and updating custom ads built in InDesign paid for by the client
- Managing client relationships and sending follow-up notices/renewals
- Working with business manager to collect invoices; tracking down contracts
- Supporting advertising partnerships; creating, editing and updating house ads in InDesign
- Communicating with clients to assure that ads and editorial content is executed according to contract
- Soliciting new advertisers; calling upon traditional motorcycle shops, retail shops, dealers, clubs, online vendors and additional special markets
- Inspect layouts and advertising copy and other promotional material for adherence to specifications prior to publication
- Coordinating publicity and promotion of online advertising; graphic design of online ads
- Establishing promotional plans for special events; concept and design of promotional programs with editor
- Developing sales content, managing copywriting and production of advertisements
- Pushing content to social media, maintain and grow organizations presence on sites: Facebook, Twitter; enhancing interaction with the community
- Develop organizations presence on Google+ and maintaining FTR blog
- Responsible for shipping magazines to new members, back issues, storage issues
- Research other organizations in the industry to find new ways in which to promote the organizations brand
- Representing FTR Magazine at events\*
- Placing and monitoring pay-per-click advertising\*\*

- Preparing monthly Google Analytics report reflecting statistics of website reviews and site performance, including identify trends, audience profiles

## **Appendix B**

### **Compensation for Services(Magazine Editor)**

\$1250.00 per edition (printed or online versions) will be compensated.

Terms of contract shall be one year from date of signing by contractor and FTR.

Compensation will be paid within 5 business days of each completed issue.

Provide information to Business manager as soon as the magazine becomes available on line or published.

### **Compensation for Services(Advertising Manager)**

\$250 per month included with the compensation for Magazine editor check with same provisions applied on timing of check issue dates.

## **Appendix C**

### **Facilities, Equipment, Software and Supplies Supplied by Provider**

Magazine editor/publisher/advertising manager is not an FTR employee. Magazine editor/publisher/advertising manager is an independent contractor as defined by the US Internal Revenue Service.

Independent contractor provides all facilities, equipment, software and supplies required to provide the services described in Appendix A1 and Appendix A2.

## **Appendix D**

### **Facilities, Equipment, Software and Supplies Supplied by FTR**

**None**

## **Appendix E**

Modifications to this contract may be made with the agreement of both parties at any time.

Termination of this contract may be made with a 30 days notice by either party.

Contractor signature\_\_\_\_\_ Date:\_\_\_\_\_

Company Name:(if applicable):\_\_\_\_\_ Date:\_\_\_\_\_

FTR President signature\_\_\_\_\_ Date:\_\_\_\_\_