



## **Advertising Committee (1 lead + 4 Volunteers)**

The Advertising Committee works with the Treasurer, advertisers and graphic designers to budget, secure space and develop content for advertising and promoting the Santa Fe Studio Tour.

- Work with Treasurer to budget and structure Tour advertising
- Work with advertisers to define submission and payment timelines
- Work with graphic designer to create (or modify existing) ads, submit content to advertisers by established deadlines and confirm their correct appearance
- Explore other promotional avenues (e.g., press, TV & radio, flyers) to secure interviews, articles and calendar listings
- Prepare to measure advertising success
- Document advertising/promotional work for future years

Helpful skills: Experience with advertising/promoting art, good graphic “eye”, attention to detail