

Williamsburg Players, Inc. Policy and Procedures Manual

Title: Advertising (we sell or trade), Program and Stage Write		Number:
		e file name: advert.wpd
Date	Change Summary	
3/31/98	Initial inclusion in P&P Manual	
4/19/05	Revised based on Board discussion	

(Note, policies are statements or rules, procedures are methods or courses of action.)

1. Objective or Purpose:
This policy is to establish a uniform understandings regarding advertising accepted by the Players.
2. Policy or Procedure:
 - a. The Vice President of Business and Finance or designee is responsible for lining up advertisers for the program and/or any other instruments we publish.
 - b. The goal is to use advertising to, at a minium, pay for the cost of the program printing.
 - c. During the 1996-1997 Season, the Board approved a trade of catering services for advertising space. This continued the precedent for quid-pro-quo trades as approved on a case by case basis by the Board.
 - d. The VP of Business and Finance or designee shall invoice for advertisement accounts receivable every 30 days.
 - e. Advertising shall be paid in advance and in full before publication.
 - f. All advertisements shall have a letter of agreement, bill of sale or other document that spells out the term, the size, the cost, and what constitutes additional services.
 - g. The Vice President of Business of Finance shall maintain a central file located at the theater for the advertising that shall contain the following:
 - i. Agreement or other bill of sale signed by both parties
 - ii. Copy of the ad as specified
 - iii. Copies of ads as published
 - iv. Receipts or other verification of payment
 - v. Invoices and balances