

*Business Division: Advertising*Spring 2018

*Description of position:*

The Advertising Division is responsible for filling ad space within the magazine. You will need to meet with business owners and club representatives in order to pitch sales. If you secure a sale, you will work with the design staff to create the advertisement. Valley also works with clients to push sponsored articles on our social media pages. For this position, you must be well organized, self-motivated, and responsible, as you will need to use time outside of Valley meetings to meet with a potential client. This position is unique from the other divisions, meaning you will have a physical page in the magazine to represent your success (and to show future employers). It is crucial that you attend weekly meetings, stay on top of your responsibilities, and remain dedicated to Valley Magazine throughout the semester.

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

**PSU Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**\*If selected, you will need to create a Gmail account if you don’t already have one\*Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Semester Standing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

\*Please attach a copy of your resume.\*All applications need to be emailed to Advertising Director Cassie DeLaCruz at [cdela921@gmail.com](mailto:cdela921@gmail.com) and Business Director Sandra Carrillo at [sandra.carrillo@gmail.com](mailto:sandra.carrillo@gmail.com) by **Sunday, November 19th at 7 p.m.**

*Also, please be aware that an interview is very likely, as we want to get to know who you are and answer any specific questions you may have before joining staff!*

**1. Have you been on Valley before?** If yes, what division were you on and what were your contributions to Valley? If no, how did you hear about Valley, and what made you want to join?

**2.** **Do you have any relevant sales or advertising experience? If so, what?**

**3. Creative/design experience:**

**4. What other organizations are you involved with?**

**5. What specific qualities can you contribute to Valley as an organization?**

**6. Ad sales involve persistence and persuasion. Give an example of a time that you worked hard to motivate a group or individual to do something. What techniques did you use? Were you successful?**