

1- Committee Name:

Advertising Committee

2- Committee Mission:

To increase the ITEwesternite publication revenue by offering new advertising methods, and adding the number of advertising customers.

3- Long-Term Strategic Goals (5+ years)

To increase the ITEwesternite publication revenue by \$25k a year.

4- Short-Term Objectives (1 – 3 years)

Create new marketing ideas that will appeal to the Traffic Engineering Industry:

- 1- Allow customers to place ¼ page, ½ page or full page ads for their companies.
- 2- Start an outreach campaign to solicit new customers (Consultants, Vendors, etc.) to advertise in the publication.
- 3- Contact Public Agencies as well as Private Companies and encourage them to place Job ads in the ITEwesternite.

5- Actions (6- 12 months)

- 1- We have recently started a new type of advertising by offering the chance to advertise a Front Page Ad in the WesterniteITE website.
- 2- Request the assistance of other members