

INTERN FOR SALES/MARKETING FOR ARKANSAS SENIOR RESOURCE DIRECTORY

The ASRD is a **FREE** state-wide publication for Seniors and Caregivers of Seniors living in Arkansas. We distribute throughout Arkansas and cover most cities and towns from Texarkana to Bella Vista with emphasis on Central Arkansas.

Our income is derived from Advertising Sales. This is where we need the help in organizing current and potential advertisers and creating an information highway to reach them.

What will be required of an intern: This will require only a phone, computer and your undivided time.

You will need to create a spreadsheet with names of potential advertisers. (there are about 300 nursing homes, assisted and individual living facilities in Arkansas for Seniors).

Call each facility and find the marketing or business development person, make contact with them, and/or get their email address for our advertising proposal.

Some facilities will not be familiar with the ASRD, so you can refer them to our website or if required, we will send them a copy from our office, with a proposal.

This will require call backs or following up. You will have some scripts, but you will learn to work with managers and marketing people as you go.

We will pay an hourly wage and commission on Advertising Sales. You will need to present us with a weekly spread sheet with information on the calls and contacts you have made.

Any ads that you close and handle you will be paid 10% of the gross billing. Any ads that we have to close for you, you will be paid 7.5% of the gross billing. You will be helped along the way and we are always available by phone or text.

This is a unique opportunity for an Intern to learn in a real-world setting, make some money and have the potential of becoming part of a publishing company.

Bill Freeman, publisher

