

Central Michigan Life

This application is also online at: <http://www.cm-life.com/applications/>

contact information

Name _____

Current Campus Address _____

Phone _____

Email _____

Next Semester _____

Campus Address _____

Phone _____

Email _____

Home Address _____

Phone _____

Cell Phone _____

Employment Application

Advertising Account Executive

Date: _____

Class Standing: FRESHMAN SOPHOMORE JUNIOR SENIOR

MAJOR: _____

MINOR: _____

Grade Point: _____

Expected Date of Graduation: _____

Do you plan on attending CMU until you graduate? Yes No

Credit hours this semester? _____ Credit hours next semester? _____

Do you have a vehicle? Yes No What year? _____

What Make? _____

What classes have you taken that would relate to the position you seek?

_____	_____
_____	_____
_____	_____

What additional advertising or sales related experience have you had?

What are your strengths?

What are your weaknesses?

Will you have any other job while working for CM Life?

Have you had a job before while attending college?

Would you depend on this job to help finance your education?

www.cm-life.com

(more info. on back side)

about me...

What are your interests?

Four horizontal lines for writing interests.

Why do you want to work for CM LIFE?

Four horizontal lines for writing reasons for working for CM LIFE.

What are your plans after graduation?

Three horizontal lines for writing plans after graduation.

Return all applications and resumes to the Central Michigan Life office

436 Moore Hall, CMU, Mt. Pleasant, MI 48859 Phone: (989)774-3493 Fax: (989)774-7805

E-mail: advertising@cm-life.com

Please make sure application is filled out completely. Incomplete applications will not be considered. Interviews will be scheduled once all applications are in.

I do hereby swear that the above information is truth and if I accept a position at LIFE, I will work to the best of my ability. I also understand that I will not be able to work if my grade point average is below a 2.0 for the semester that I want to work and sustained throughout employment.

Signature _____

Date _____

RELATED WORK EXPERIENCE:

COMPANY: _____

Address: _____

Phone: _____

Employment Dates (beg. to end): _____

Title: _____

Nature of Work: _____

Name and Title of immediate supervisor: _____

Two horizontal lines for supervisor information.

Can we contact this person for a reference? Yes No

What did you like most about your job?

Two horizontal lines for most liked job aspect.

What did you like least about your job?

Two horizontal lines for least liked job aspect.

Reason for leaving or desiring a change?

Two horizontal lines for reason for leaving.

OTHER JOBS HELD: (including volunteer experiences)

Five horizontal lines for other jobs held.

High School activities:

Two horizontal lines for high school activities.

College activities:

Four horizontal lines for college activities.

Central Michigan Life

Welcome to Central Michigan LIFE!

An interest in Advertising, Marketing or Sales has brought you to our department...we are glad you decided to check us out.

CM LIFE is the award-winning student run newspaper at Central Michigan University. We have received national and state recognition for excellence in news, sports, photography, editorial writing and advertising.

As an Account Executive, you will be working between 10-15 hours per week, Monday through Friday. Each day you will be expected to make sales calls, visit clients in the Mt. Pleasant area, attend office hours, deadlines, and sales meetings. On special occasions throughout the year, you will also be expected to represent CM LIFE at local community and business activities. There is also the opportunity to advance to managing the staff and special issues. Working for Central Michigan LIFE is a serious time commitment, and we recommend you analyze your current schedule. We encourage you to pursue other activities outside CM LIFE, but you must think of this position as a professional job.

For your efforts, you will be rewarded. Working for the CM LIFE Advertising Department provides many benefits, both while you are employed at Central Michigan LIFE and after your graduation from CMU. You will receive a unique college work experience that is highly valued by future employers. Our recent graduates from the Advertising Department have gone to work for organizations such as Ameritech, Coca-Cola, Ford Motor Company, Detroit Newspapers, Inc., Valassis, Lansing State Journal, The Oakland Press, Chicago Tribune, Booth Newspapers, and advertising agencies such as: McCann Erickson Advertising, Campbell-Ewald, Young & Rubicam and BBDO.

Please review the attached material and return the completed application form to be considered for a position.

If you have any questions, please do not hesitate to call me at 774-1472.

We look forward to speaking with you more about this opportunity!

Sincerely,

Kathleen Simon
Assistant Director of Student Media

www.cm-life.com

Account Executive Duties Include:

- Using sales techniques learned in training, persuade members of the Mt. Pleasant business community to advertise in CM LIFE. There is an emphasis on attaining new business and expanding the business existing accounts do with CM LIFE. It usually takes persistence and several calls to make a sale.*
- Calling and visiting every account on a regular basis (weekly), and prospecting for new accounts. You will also need to take copies of CM LIFE to each one of your advertisers.*
- Designing sample ads and ideas to sell accounts.*
- Collecting payments for ads.*
- Servicing walk-in clients, faxing information, handling phone inquiries.*
- Accurately completing necessary paperwork for advertisement.*
- Tracking sales and reporting results to Advertising Manager and Director.*
- Meeting daily deadlines each Monday, Wednesday, and Friday at NOON.*
- Exceptions can be made for individuals with conflicting class schedules.*
- Attending weekly sales meetings.*
- Meeting individual and group quotas and sales goals.*

Account Executive Pay & Benefits:

- Account executives are paid 7.5% to 10% commission on all regular display ads.*
- New account executives are paid \$30 per week, for the first five (5) weeks of employment, in addition to any commission earned. The first five (5) weeks of employment serves as a training and probationary period for all Account Executives.*
- After the five (5) week probationary period, Account Executives are expected to be earning a larger amount in commission. Weekly pay is \$10 per week, plus commission. Account Executives usually earn between \$50 and \$250 per week.*
- Bonuses are paid for special section and for reaching monthly group and individual goals. The amount of the bonus is determined by the Advertising Managers.*

Hours:

- Minimum 10-20 hours per week during the academic year. Summer semester hours can vary, but are usually 10-15 hours per week.*
- Account Executives are expected to work every day, Monday through Friday.*
- Account Executives are expected to attend all sales meetings and deadlines.*

Terms & Conditions of Employment:

- Account Executives will receive full training in developing sales techniques, processing paperwork and developing advertising copy.*
- A support network of advisors and student managers will be available for questions and will act as a source of knowledge and motivation for the Account Executives.*
- Account Executives are hired for a minimum of three (3) semesters.*

This job is demanding and challenging, especially if you have a heavy course load. It requires an organized, enthusiastic person who can think calmly under pressure and respond to the needs of others. A professional demeanor is necessary, as well as the the ability to work well with deadlines

and handle stress. This job will provide you with a unique work experience that is highly valued by employers.

I acknowledge having read the terms of employment as an Account Executive for CM LIFE.
