

ADVERTISING_EDITOR_REPORT_FALL_2006
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Following is a report for the fiscal year of October 1 2005 through September 30 2006.

DISPLAY ADS

January Advertisers: 6

Color pages: 3 full, 1 partial pages

Revenue: \$810.00

Black and white: 2 partial

Revenue: \$115.00

Total January revenue: \$925.00

April Advertisers: 27

Color pages: 16 full

Revenue: \$3985.00

Black and white: 8 full, 9 partial

Revenue: \$2370.00

Total April revenue: \$6355.00

July Advertisers: 4

Color pages: 2 partial

Revenue: \$270.00

Black and white: 2 partial

Revenue: \$90.00

Total July revenue: \$360.00

October Advertisers: 2

Color: 1

Revenue: \$225.00

Black and white: 1 partial

Revenue: \$80.00

Total October revenue: \$305.00

Total display ads income: \$7945.00

SHOPPING SECTION ADS

Total income: \$5660.00

SUMMARY

There were five cancellations during the year of Shopping Section ads, due to death, closing of gardens, etc.

Total revenue October 1 2005 through September 30 2006: \$13,605.00

Amount refunded due to cancellations: \$170.00

Net revenue total: \$13,435.00