

BULLETIN ADVERTISING EDITOR REPORT

George and Margaret Sutton

Following is a list of ads received and/or paid for since our report of September 30, 2006. I have included comparison figures with revenue reported at both the 2006 and 2005 Spring Board Meetings.

DISPLAY ADS			
Spring 2007	Spring 2006	Spring 2005	
January Advertisers: 8	6	8	
Color pages: 5 full, 1 partial	3 full, 1 partial		
Revenue: \$1260.00	\$810.00	\$1600.00	
Black and white: 4 partial	2 partial	1 full, 3 partial	
Revenue: \$325.00	\$115.00	\$290.00	
Total January revenue: \$1585.00	\$925.00	\$1890.00	
 April Advertisers: 25	 27	 31	
Color pages: 13 full, 4 partial	16 full, 1 partial	15 full, 2 partial	
Revenue: \$3735.00	\$4210.00	\$3540.00	
Black and white: 5 full, 8 partial	8 full, 7 partial	7 full, 11 partial	
Revenue: \$1515.00	\$2290.00	\$2085.00	
Total April revenue: \$5250.	00 \$6500.00	\$5625.00	
 July Advertisers: 2	 2	 none	
Color pages: none	1 partial		
Revenue: \$0.00	\$135.00		
Black and White: 2 partial	1 partial		
Revenue: \$115.00	\$45.00		
Total July revenue: \$115.00	\$180.00		
 October Advertisers: 1			
Black and white: 1 partial	1 partial	2 partials	
Total October revenue: \$80.00	\$80.00	\$140.00	
Total display ads revenue for 2007 to date \$7030.00		\$7685.00	\$7655.00

SHOPPING SECTION ADS

Total revenue, \$4776.00	\$5188.00	\$5767.00
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This figure represents prorated ads. There are still a few advertisers who are not on a calendar year. If the ad comes in after the general renewal date, it is prorated when it is renewed.

SUMMARY

Total revenue since the report of September 30, 2006: \$11,806.00, about 6 months
Total revenue reported at the Spring Meeting, 2006, for the same time period: \$12,873.00
Total revenue reported at the Spring Meeting, 2005, for the same time period: \$13,422.00
The increase in ad prices was implemented effective January 2005.