

BULLETIN ADVERTISING EDITOR REPORT
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March 29, 2008

Following is a list of ads received and/or paid for since our report of September 30, 2007. I have included comparison figures with revenue reported at both the 2007 and 2006 Spring Board Meetings.

DISPLAY ADS		
Spring 2008	Spring 2007	Spring 2006
January Advertisers: 5	8	6
Color pages: 1 full, 1 partial	5 full, 1 partial	3 full, 1 partial
Revenue: \$320.00	\$1260.00	\$810.00
Black and white: 1 full, 2 partial	4 partial	2 partial
Revenue: \$300.00	\$325.00	\$115.00
Total January revenue: \$620.00	\$1585.00	\$925.00
 April Advertisers: 23	 25	 27
Color pages: 16 full, 1 partial	13 full, 4 partial	16 full, 1 partial
Revenue: \$3420.00	\$3735.00	\$4210.00
Black and white: 5 full, 6 partial	5 full, 8 partial	8 full, 7 partial
Revenue: \$1475.00	\$1515.00	\$2290.00
Total April revenue: \$4865.00	\$5250.00	\$6500.00
 July Advertisers: 2	 2	 2
Color pages: none	none	1 partial
Revenue: \$0.00	\$0.00	\$135.00
Black and White: 2 partial	2 partial	1 partial
Revenue: \$125.00	\$115.00	\$45.00
Total July revenue: \$125.00	\$115.00	\$180.00
 October Advertisers: 1	 1	 1
Black and white: 1 partial	1 partial	1 partial
Total October revenue: \$90.00	\$80.00	\$80.00
Total display ads revenue for 08 to date \$5805.00	\$7030.00	\$7685.00
This figure includes \$175.00 for an October '07 ad paid for in January '08		

SHOPPING SECTION ADS

Total revenue, \$5101.00	\$4776.00	\$5188.00
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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, 2007: \$10,670.00, about 6 months
Total revenue reported at the Spring Meeting, 2007, for the same time period: \$11,806.00
Total revenue reported at the Spring Meeting, 2006, for the same time period: \$12,873.00
The decrease in ad prices was implemented effective January 2008

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Comparison 2004-2008

Following is a comparison of revenue reported at the Spring Convention, years 2004-2008

2008	2007	2006	2005	2004
Display ads \$5805	\$7030	\$7685	\$7655	\$7734
Shopping Section ads \$5101	\$4776	\$5188	\$5767	\$4325

Ad prices were increased effective January 2005. Prices were rolled back to the 2004 rate effective January 2008.