

To: AIS Board of Directors

May 18, 2010

Subject: AIS Advertising Editor Spring 2010 Spring Report

We experienced several issues in the advertising dept with the recent changeover to the magazine format Bulletin.

The rapid changeover without any advance notice to our advertisers resulted in some confusion and several mix ups, including incorrect checks, misunderstanding about rates and ad sizes. After many e-mails, and phone calls, most issues were resolved to customer's satisfaction. Several advertisers cut the size of their ads and only one decided to not place an ad.

In late January, I contacted all Shopping Section advertisers who had not responded to my October mailed reminders and was able to gain 11 renewals. Additionally, I contacted non-renewals who were on the fence for the January issue and obtained 4 more renewals for the April issue.

I spoke by phone to most customers who expressed concern by e-mails and attempted to explain the Board actions, i.e. the financial crises. Most were reasonable once they understood AIS's predicament.

You will have the complete figures from our treasurer, but my records indicate in spite of some problems, our advertising revenues should be about the same or slightly ahead of the past two years.

I will be introducing a motion to eliminate the smallest sized Shopping Section Ad. It cost only \$44 for four issues i.e. \$11 per issue. We have only a few advertisers using this size, (four with the 2010 issues).

If the Board agrees to this, I will write those who use this size and explain the change. All Shopping Section advertisers are set for 2010 and the new rate would go into effect for the 2011 issues.

Sincerely, Bob Keup  
AIS Advertising Editor.