

AIS Fall 2011 Report
Advertising Manager

To: AIS Board
From: Bob Keup
Subject: Advertising Manager's Report.

October 25, 2011

I will not be attending the Fall AIS Board meeting.

This reporting period is the slow activity period for my area of responsibility. My activities for the next 6-8 month are busy updating the advertisers' lists, sending reminders to past supporters, processing advertisements, etc. This is the major revenue time for the bulletin. In January and April I am engaged in "prodding" non-responsive, previous advertisers to advise me of their intent.

We continue to have a small drop in ads as a few smaller advertisers are getting out of business. One major advertiser is going out of business due to the death of the principle of the business. We have generated a few new customers, but I not certain total revenues are keeping pace. I am hopeful that our reciprocal ads with the American Hemeracallis Society will generate some new advertisers.

While it is too early to evaluate the results of this agreement, I would like the Board to consider authorizing additional reciprocal ads, perhaps each issue.

In my early discussions with Bill Maryott, we discussed the possibility of having ads in each issue. Having the Board's approval will allow us to have ads as frequent as we desire.

Sincerely,

Bob Keup
Advertising Manager