

21 Oct ,2012 SUBJECT

**: AIS 2012 Fall Board Meeting Report.**

To: **AIS Board**

From: **Bob Keup, Advertising Editor.**

This report covers activities from last Spring Board meeting through today.

As most of you are aware, this is a very slow time as it applies to AIS advertisement activities and revenue. The Jan and April are the two issues of the Bulletin that generates most ad funds.

Generally, revenues for the entire year remain flat or perhaps a bit reduced.

More advertisers are developing their own professionally looking web sites and cutting back on printed advertisements . This I understand is occurring throughout out the printed industry and is expected to accelerate . Also, several advertisers cut back from full page or half page ads when we went to the larger format.

I do not have any suggestions or recommendations regarding this and suggest the Board start anticipating a reduction in revenues from this source.

For budgeting purposes, the Board should considers a reduction of \$500 in ad income from last year.

At the Spring Board meeting, I expressed my concerns that offering color ads in the Shopping Section without some increase in price would reduce advertisements in the display ads.

Its too early to evaluate this as the Shopping Section ads run from January though December each year .

I will report on this in my spring Board meeting report.

There is only one area I would like the Board to discuss and perhaps vote on. AIS might consider a slight increase in the Ad rate, both Display Ads and Shopping section . It's been more than 5-6 years since any rate increase and that is not typical of most area. I will not be attending the Board Meeting this fall and probably not next spring so will not be present to add to the discussion. I would be happy to be part of any committee set-up to explore this, so perhaps such a committee could come up with some suggestions for the spring meeting

Have a productive meeting,

Bob Keup  
Advertising Editor.