

## Advertising Report Spring 2012

This has been a good year for revenues from the Bulletin advertisers. I expect the Treasures report will show a slight total increase in advertising income. Some of our advertisers have developed their own Web Sites and cut back on advertisements.

We lost 7 **Shopping Section** advertisers, mostly those going out of business or cutting back. I was able to get 3 former advertisers to renew their ads and we got 3 new ones. The **Display advertisements** have held up with a slight increase. The Jan and April issues are the two issues that generate the majority of the revenues for the year.

I continue to look at ways to encourage more growers to place advertisements. I hope to contact more growers from the American Daylily Society to consider placing advertisements in our Bulletin.

I have submitted a few items to the AIS Secretary to add to the agenda for the Board's Discussion.

Sincerely

Bob Keup  
AIS Advertising Editor.