

AIS “Irisés” Advertising Editor

Ron Killingsworth

Board Meeting November 2013 – New Orleans, LA

In the Apr/May edition, which contains the vast majority of our display ads, there was a minor mistake in one of the display ads. This was caused by a difference in the software between the layout/design person and the printing facility. The printing facility accepted the blame for this and reimbursed AIS an appropriate amount from the cost of printing that edition. AIS then reimbursed the advertiser the entire cost of the ad for that issue.

The Apr/May issue this year contained:

54 shopping ads 1 – 1/8 page 8 – ½ page 8 – full page 1 – full inside cover

There were no displays ads in the Jul/Aug edition and one 1/8 page in the Oct/Nov edition.

Bob Keup has continued to be a good source of information when I need help; however, he kept records on pen and paper and did not supply me with past records of advertising placed in “Irisés”.

1. At the board meeting in April in Dallas, I made the following recommendation that was not acted upon by the board. I therefore resubmit this suggested action for consideration:

Kelly Norris provided me with a cost breakdown at my request. The following info is from his report on the cost of printing each issue:

Jan 2012 issue – \$8,179.94 (print/paper/etc) – 3580 pages run -- \$.03 per page cost per issue

April 2012 issue - \$8070.44 (issue cost) – 3400 pages run -- \$.034 per page cost per issue

Oct 2012 issue -- \$7044.91 (issue cost) – 3420 pages run -- \$.032 cost per page per issue

So it basically cost us 3 cents per page per issue of each issue. We sell those full pages, inside, for \$400 or \$200 for ½ page.

To reach 4445 members of AIS with a full page color ad will cost you \$400 or 9 cents per member reached. (I am not an accountant so don't start double guessing these figures. This is simply a way to sort of get an idea of what it cost the advertiser and what it cost to print a page in "Iris" with an ad on it!)

To reach 704 members of the Tall Bearded Iris Society with a full page color ad cost you \$150 or 21 cents per member reached.

To reach 490 SLI members with a full page color ad will cost you \$60 or 12 cents per member reached.

RECOMMENDATION: I think that our current advertising rates are reasonable and rank very well in comparison to publications of other iris societies. **I would recommend to the board the possibility of allowing a reduced rate for repeat advertisers, i.e. if you take out a full page ad or a half page ad in the Jan/Feb, the Apr/May issue, or the Jul/Aug issue, we will let you run another full page ad in another issue in the same year period for ½ the cost.** I believe this will encourage advertisers to take out display ads at times other than the ad packed Apr/May issue. It would cost us about \$102 for a normal issue and we would take in \$200 for a net gain of almost \$100 for a full page ad and cost us \$51 for a ½ page ad which sells for \$100 at discounted price, leaving a net gain of about \$50.

2. I would also like the board to discuss allowing advertisements from outside the membership. For example, would the board allow "Miracle Grow" or "Lowes" taking out a full page ad? OR, does the board want to limit the ads to members/iris growers, etc.

So the question is, how much income would the board like to generate from advertising in "Iris"?