

AIS “Iris” Advertising Editor

Ron Killingsworth

Board Meeting April 2013

During the period from Nov 2012 to Jan 2013, Bob Keup continued to act as the advertising editor to make possible the year ending task of renewal of all the “shopping section” ads. I basically took over a job without any prior knowledge of how the task was accomplished and without anything in writing concerning the duties of the position. In addition this took place as the “shopping section” ads were being renewed and this required the renewal and perhaps updating of over 40 ads. Additional confusion was introduced into the picture when Bob started telling advertisers that I was taking over the job and they did not have my email and address. This was a very confusing period but in the end it all worked out and there was only one mistake in the “shopping section” ads, one ad left out.

I did notice that hardly any of the advertisers pay any attention to advertising deadlines. We had advertisers renewing the shopping section ads after the Jan/Feb edition had already been published.

Having my contact information in several places in the Jan/Feb issue of “Iris” should make things a lot easier in the future. I handled the major part of the display ads that will appear in the Apr/May issue. Even though the cut off for the Apr/May issue was Feb 15, I continued to receive display ads for this edition.

Cutoff dates for ad submission are as follows:

Jan/Feb issue – Nov 15

Apr/May issue – Feb 15

Jul/Aug issue – May 15

Oct/Nov issue – Aug 15

You probably noticed that “Iris” is generally published in the second month of the issue, i.e., the Jan/Feb issue was published in late Feb. From Nov 15 to mid Feb seems a long lead time for me. Perhaps the cutoff date should be re-adjusted to a more realistic date.

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.

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 in the Apr/May issue, we will let you run another full page ad during the next 9 month 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.

I have attached a proposed “job description” for the position of advertising editor.

AIS Advertising in the past three years

April 2011

49 “shopping section” with 5 “iris related”

1 – Full page inside cover

5 – full page

6 – ½ page

2 – ¼ page

2 – 1/8 page

April 2012

50 “shopping section” with 9 “iris related”

1 – full page inside cover

5 – full page

8 – ½ page

4 – ¼ page

1 – 1/8 page

April 2013

44 “shopping section” with 7 “iris related”

1 – full page inside cover

7 – full page

8 – ½ page

1 – 1/8 page

Respectfully submitted:

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