

Advertising Editor
Fall 2014 Meeting at Salt Lake City
Advertising Report
Ron Killingsworth, Advertising Editor, *IRISES*

During the 2013 advertising year the following ads were placed in *IRISES*:

Jan/Feb 2013 – 0

Apr/May 2013

8 full page; 8 ½ page; 1 1/8 page and 1 full page inside front cover

Jul/Aug 2013 – 0

Oct/Nov 2013 – 1 – 1/8 page

The 2013 issues of *IRISES* had 55 ads in the “shopping section”.

During the 2014 advertising year the following ads were placed:

Jan/Feb

1 full page and 1 full page inside front cover

Apr/May

10 – ½ page; 4 full page; 1 full page inside front cover

Jul/Aug

3 – ½ page

Oct/Nov – 0 ads

Two advertisers took advantage of the buy one get the second one for ½ price deal.

We had 50 advertisers in the shopping section for 2014. We picked up some new ones and lost some old ones.

I am in the process of renewing all the shopping section ads. Although I sent a letter and an invoice to every advertiser in the shopping section, well in advance of the cut-off of 15 Nov; however, few respond on a timely basis. I will then start calling/emailing/writing them about their ads. As with most other things in dealing with customers, a lot of them wait until the last minute to take care of this yearly renewal. Some even wait until after the first issue is printed.

I was contacted by a person wanting to place an ad in *IRISES* offering her services in advertisement layout and/or web site work. This advertisement was rejected by the editor although I thought it was appropriate and a service needed by our advertisers. I appealed this to President Jim Morris and he did not respond to my appeal. I had planned to pursue other advertising possibilities but after the editor reject the above mentioned advertisement; I decided that the editor is not interested in selling advertisements outside of the sale of irises.

I am not seeking renewal of my term on the board but I am willing to continue serving as advertising editor until a new president is elected. At that time we should consider other possibilities.

Ron L. Killingsworth, Advertising Editor