

Advertising Editor

Spring 2014 Meeting in Dallas

Advertising Report

Ron Killingsworth, Advertising Editor, *IRISES*

At the board meeting in New Orleans, the board re-confirmed the new advertising rate of “buy one get one for half price”. This allows an advertiser to take out any size advertisement and get the same size advertisement for ½ price when placed within the same calendar year. This new rate was placed into the advertising rates in *IRISES* and was advertised in other World Wide Web media. Two advertisers took advantage of this new rate, one taking out a full page inside front cover (the 2nd highest cost ad available) and another taking out a ½ page ad. I believe that more advertisers will take advantage of this new rate as time passes and this will bring in display advertisements that would not otherwise have been paid for and placed in *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 2014 through the Apr/May issue, the following ads have been placed:

Jan/Feb – 1 full page and 1 full page inside front cover

Apr/May – 4 full page; 8 ½ page; 1 – full page inside front cover

During the 2014 period we have 50 ads in the “shopping section”.

Although the 2014 year is not over, we can expect a decrease in the number of display advertisements placed for the year. I can only attribute this to the poor economy and unemployment within the US. I have noticed a decrease in membership renewals within the Society for Louisiana Irises, a decrease in ads purchase with the “Fleur de Lis”, and a decrease in the number of people registering for the Society for Louisiana Iris convention for 2014.

I have no recommendations to make at this time and as always, I am open to any suggestions that might increase our income from advertising.

Ron Killingsworth, Advertising Editor, *IRISES*