

Advertising Editor – IRISES – Board Meeting Report - 2015
2015 Convention Board Meeting
Ron Killingsworth, Advertising Editor

During 2013 we received the following advertisements:

Shopping Section ads: 15 in 2" and 39 in 3" = \$4020
Display ads – Apr/May – 1 1/8 pg, 8 1/2 pg, 8 full pg, 1 full
inside cover = \$5450
Display ads – Oct/Nov – 1 1/8 pg - \$50
Total income 2013 = \$9250

During 2014 we received the following advertisements

Shopping Section ads: 14 in 2" and 34 in 3" = \$3560
Display ads = Jan/Feb = 1 full pg, 1 full inside cover =
\$700
Display Ads = Apr/May – 10 1/2 pg, 4 full pg, 1 full inside
= \$3900
Total income 2014: \$8660

During 2015 we received the following advertisements:

Shopping Section Ads: 16 in 2" and 26 in 3" = \$3040
Display Ads for Apr/May – 2 1/4 pg, 7 1/2 page, 7 full pg =
\$4200
Display ads for Jul/Aug – 1 1/4 pg = \$100
Total income 2015 (to Apr 2015) = \$7740

From the archives (I received no past records from previous adv
editor) (provided by Jim Leonard from reports rendered back
then)

2008 - \$10,804
2007 - \$11,840
2006 - \$12,873

Every year I have commercial growers who advise me they are
not renewing their shopping section ad because they are too old
to run the business and are going out of business.

We sell the most display ads in the Apr/May issue and very few outside that issue.

There are many advertisers who are consistently late in renewing the shopping section ads and I have to mail them/email them many times. Some advertisers always miss the cut off for ad submission and this causes problems for the editor trying to get the ad into the issue.

Anytime you deal with lots of people and are asking them to spend money and to follow a schedule, then you have serious problems.

I have explored every avenue I can think of to increase sales without positive results. I am not a salesperson and never have been.

We need someone that knows advertising and sales to assume this position.

The buy one get one for half price was used several times and resulted in ½ price ads that we would not have obtained otherwise. One-half is better than nothing.

I have requested the president of AIS find a replacement for this position. I have personal problems that are preventing me from giving my full attention to this position and to my position on the board of AIS. I am not seeking renewal of my term on the board. I have written a job description for this job and have excel files for the three years I have recorded the advertising for IRISES.

I will miss seeing you at the convention in Portland. Have a great time and may God bless each of you.

Ron Killingsworth, Advertising editor, IRISES