

Advertising Editor – IRISES – Report
September 2016
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

Advertising in IRISES for 2015

Shopping Section Advertisements – 43 (down from high of 50 in previous years – many nurseries owned by older members are closing down)

Display Advertising:

Jan/Feb 2015
1 – 1/4 page ad
Apr/May 2015
3 – 1/4 page ads
7 – 1/2 page ads
6 – full page ads
Jul/Aug 2015
2 – 1/4 page ads
1 – 1/2 page ad
1 – full page ad

Oct/Nov 2015

1 – ¼ page ad

Advertising 2016 to date (Sep 2016):

Shopping Section Ads: \$3020 – 45 ads – 37 - 3” and 8 – 2” (I discovered three of our shopping section advertisers were paying for 2” ad but a 3” ad was running. I inherited this mistake but I corrected it this year and both of them paid the extra to keep the 3” ad. Funny **they** never noticed – and neither did I!

Display Ads:

Jan/Feb 2016 - \$0

Apr/May 2016 - \$4250.00

¼ page – 3

½ page – 9

Full page – 5

Jul/Aug (Summer) - \$250.00

½ page – 1

Full page – 1

Oct/Nov (Fall) projected - \$0.00

None

Beginning in October I will start renewing the shopping section ads.

Several advertisers took advantage of the “run one ad, get the 2nd for half price” and those ads will run in the Jul/Aug issue. There are very few display ads run in issues other than the Spring issue each year.

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.

Anyone with any suggestions of ways to increase income, please contact me at my personal email as listed in IRISES.

Ron Killingsworth, Adv Editor, IRISES

retmiagt@gmail.com