

Advertising Editor – IRISES – Report  
June 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 – ¼ page ads  
1 – ½ page ad  
1 – full page ad  
Oct/Nov 2015  
1 – ¼ page ad

Advertising 2016 to date (June 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

Jim Morris contacted me and wants to “pretty up” the advertising info page in IRISES. It is already a pretty “busy” page. Not sure what could be added or cut. Do not see reason to increase this info page to span two pages. Perhaps Andi or someone could simply put a nice picture in the background. Since this is Jim’s idea, I’ll be glad to work with him and Andi but I am not a design person. I think the wording on this page is informative, easy to understand and all that is needed.

Several advertisers took advantage of the “run one ad, get the 2<sup>nd</sup> 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.

I have enforced a strict following of the cutoff date published in IRISES. **Any advertisers missing the cutoff date will be handled on a one on one basis and the ads will be placed on a “Space Available” basis.**

I have no recommendations to the board. I suspect we will see advertising decrease as members get older and close their businesses. I have been contacted about other advertising (real estate, commercial non-iris businesses) but have rejected such advertising as no appropriate to IRISES. Anyone with any suggestions of ways to increase income, please contact me at my personal email as listed in IRISES.

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