

Advertising Editor Report for Board Meeting at Dallas in Fall 2017
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Advertising information on previous years not reported in this report. See previous advertising editor reports if you desire that information.

Advertising for 2017 – (Jan to Dec 2017)

Shopping Section Ads: \$3,580(* See below)

48 ads – up from 45 last year – 4 dropped, picked up seven new advertisers
10- 2” ads – 38- 3” ads – income up \$560 over last year

* Shopping Section ads are renewed mostly in the fall. Some of this income was probably deposited and report as 2016 income.

Display Ads:

Winter 2017: 4- ½ page ads- last year was “0” (*Some of this income may have been reported in 2016)

Spring 2017 : 1 – 1/8 page; 4- ¼ page; 5- ½ page; 9 – full page

Summer 2017: 1-1/2 page and 1-1/4 page

Fall 2017: 1 – inside front cover full page

Income: Winter 2017 - \$250

Spring 2017 - \$5425

Summer 2017 - \$125

Total income year to date: \$6700 (includes \$900 which is for full page inside front cover for Fall 2017 issue and ½ price full page inside front cover in Winter 2018)

I’m sure my income totals probably do not agree with treasurer reports. Some income is received and deposited for ads in the following year: i.e. Someone buys an ad for Winter 2018 issue and pays in Dec 2017.

I have no suggestions but am open to suggestions from the board as to ways to increase advertising income. Several advertisers have taken advantage of the buy one get one for half price deal and that has resulted in advertisements in issues that previously did not have ads. One-half price of an ad is better than no ad income at all! So far none of the sections or co-operating societies have asked about running ads at ½ prices but do not know if this has been advertised. I have asked Jane to include the change in the advertising page of IRISES.

General Info:

There were a lot of changes in the shopping section ads this year. Several long time advertisers dropped out – gardens closing, etc – and we picked up some new advertisers. Many of the advertisers changed their ads for 2017. The confusion of all the drops, replacement ads and new ads resulted in one advertiser's new ad not making it into the Winter edition. I have offered him credit for one issue on his next year renewal. Considering all the changes, Jane did a fantastic job on the shopping section ads. The fall renewal of the 47+ shopping section ads is always a pain. Although I send them plenty of notice, a letter with an attached invoice, many of them ignore the letter (many gardens are not open during that time of the year and probably do not monitor their mail/emails), claim they never got it, the dog ate it, I've heard it all. In addition, the secretary, the only one who can accept credit card charges, was out of pocket during the prime shopping section ad renewal. See my recommendation below.

I continually remind advertisers in the Shopping Section that they can run their ad in color for the same price. I think the problem might be that many of them are not capable of producing their own ads in the specifications required for publication in IRISES. We have picked up an "Iris Related" ad offering help with digital things such as ads and websites.

I am in the process of renewing the shopping section ads and have sent out notices to some 50 advertisers.

Recommendation for AIS President: Find a replacement for me. I have been trying to resign from this position for several years. I will be glad to assist in training a replacement and can provide copies of all the past documents, correspondence and records of ad sales to the new advertising editor.

Recommendations for Board Action: None

Thanks to the board for approving recommendations submitted at board meeting in June. The treasurer and I have worked out a solution to accepting paypal payments for advertising.