

Advertising Editor Report for Board Meeting at AIS Convention 2017
Ron Killingsworth, Advertising Editor
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retmiagt@gmail.com

I am unable to attend the AIS conventions due to personal family problems. I do not see these issues resolving themselves in the near future. I will continue to serve as advertising editor although I had previously tried to resign from this job. The person selected to take the job of advertising editor then suffered for a tragedy that precluded him assuming the job. I took the job back from him. If the board finds a good replacement, I would be happy to turn this job over to someone else.

Advertising info for previous years has been reported in previous reports. I see no reason to continually report the past. Look up your previous reports if you are interested in past years.

Advertising for 2016:

Shopping Section ads: \$3080
Display Ads: Winter - \$0
Spring \$4250 (3 – ¼ pg; 9 – ½ pg; 5 – full page)
Summer \$250 (1- ½ pg; 1 – full page)
Fall \$100 (1 – ½ pg)
Total display ads income: \$5000
Total advertisement income 2016: \$8080

Advertising for 2017 – (Jan to June 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
Income: Winter 2017 - \$250
Spring 2017 - \$5425

Total income year to date: \$9005

NOTE: As you can see, advertising income is up from 2016. While full page ads increased, other sizes decreased. We once had an occasional full page inside front or inside back cover (\$600 per ad) but those have long ceased. I send out reminders to the usual display ad advertisers well in advance of each issue. I've posted reminders on the AIS Discuss. Reminders have been run in various digital format on AIS digital media.

We compared display ad cost to other publications several years ago and I do not think we are more expensive than other like publications. Many commercial growers have gone out of business due to age and other reasons. We have picked up some new advertisers.

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!

General Info:

We are running a reciprocal ¼ page ad with TBIS and SJI publications. TBIS and SJI are twice a year publications and therefore we run an “invite to join” ¼ page ad in IRISES twice a year and they run an “invite to join AIS” ¼ page ad in their publication twice a year.

The question was raised by SJI about running a display ad in IRISES for a reduced rate. They wanted to run a full page ad in the Spring 2017 issue of IRISES advertising their Spring meeting in June in Seattle, WA. They eventually decided to run their reciprocal ad, a ¼ page ad, in IRISES Spring 2017 instead of invite to join. In my suggestions below, I am recommending we allow sections of AIS to run display ads, advertising section events, for ½ of normal price.

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.

Recommendations for board action:

Motion for discussion by board: That the AIS publication, IRISES, accept display advertising from AIS sections, for the purpose of advertising sectional SPECIAL EVENTS that would be of interest to all AIS members, be accepted by AIS at ½ the regular display advertising rate.

(INFO ONLY): AIS IRISES already accepts reciprocal advertising from sections – invitation to join ¼ page ads. These ads are run the same number of times in IRISES as in the other publication – for example, TBIS only publishes twice a year therefore they run the AIS invitation to join in both issues while IRISES runs the TBIS invitation to join in only two of the four issues per year.

Recommendation for board action: That AIS establish a better way for advertisers to pay for their advertising in IRISES by credit card or paypal. Perhaps AIS could make it possible for the AIS treasurer to accept credit card payments or paypal payments in addition to the secretary.