

CR-5C JJ and Website Advertising Report

The 2023 advertising revenue was impacted by the departure of JLR ads – center spread and back cover – that started with July/Aug issue. JLR ran a center spread in the Sept/Oct issue.

The 2023 year-end print advertising revenue total was \$74,699 which is \$9,710 less than 2022 year-end print revenue.

2023 Jan/Feb revenue - \$14, 307.25

2024 Jan/Feb revenue – \$7,315

The following are the annual print revenue numbers for the past three years:

The 2022 year-end print advertising total was \$84,409

The 2021 year-end print advertising total was \$76,544

The 2020 year-end print advertising total was \$78,562

All the year-end totals listed above are booked/billed revenue - not collected revenue - and do not include website banner ad revenue.

The print/website banner ad package continues to be used as an incentive to book a 6-time print ad schedule. Banner ads without a print component are available for clients who only want an on-line presence or have a limited budget. Banner ads also have the advantage of no deadlines, which works well for time-sensitive material. The only stipulation is a 4-month commitment prepaid via PayPal. This eliminates collection issues.

The open premium positions are the inside back cover and center spread. SNG Barratt moved from the inside back cover to the back cover for all 2024 issues.

The rates and specs sheet remains unchanged for 2024.

Respectfully submitted,

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