

## **CR-26 JJ and Website Advertising Report**

The Jaguar Journal advertising revenue remained stable in 2016. There were a couple of advertisers who dropped due to budget or lack of response from their advertising and their revenue loss was replaced with new advertisers.

The 2017 rate card was completed. There was no rate increase. A print/banner ad package was added to the full-page display with a 6-time commitment.

A larger banner ad size is now available for our website advertisers. This was introduced in the last quarter of 2016. There are 8 website banner ads producing revenue. There were two recent drops due to lack of response.

The AR Aging Report is continuing to improve and the number of unpaid invoices over 60 days has improved from this time last year. We may want to consider accepting only PayPal or credit card payments from overseas advertisers to avoid paying bank transfer fees.

The JCNA Facebook page is now offered (free) to our advertisers as a way to expand their reach for information, events, etc. that have a short window of opportunity. We have two advertisers that have taken advantage of this and as one of the administrator of the Facebook page, I can see that both of the advertisers are getting lots of engagement – shares, likes, comments.

The November/December issue once again included a Welsh holiday insert. Again, they expressed that they were happy with the results. Our profit margins improved with this insert. Welsh plans on another holiday insert in 2017.

In 2017, the focus continues to be on increasing ad revenue.

Respectfully submitted,

Diane L. DuFour

