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## AGM 2016 Jaguar Journal & Website Advertising Report

The Jaguar Journal advertising revenue has been relatively stable with per issue revenue fluctuating between \$15,930 and \$17,000 per issue.

A media kit was created for 2016. There were minor changes to the ad specs, the number of ad sizes available, and a rate frequency was added. The media kit was emailed to all current advertisers in December 2015.

Print/web packages will be added to the media kit for 2017. I've been advised to discontinue banner sales until the redesign of the website is complete. There are currently 10 banner ads on the website.

The use of inserts by one of our advertisers was introduced in the November/December issue. The advertiser was very happy with the results. There is a need to streamline this process to ensure profitability.

Respectfully submitted,

Diane L. DuFour