

CR-26 JJ and Website Advertising Report

The Jaguar Journal advertising revenue remained stable in 2017. 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 2018 rates and specs sheet was completed. Again, this year there was no rate increase. A print/banner ad package that was added last year has not proven to be as much of an incentive as I had hoped.

We continue to offer two sizes of banner ad. The standard size comes with the 6-time print commitment. A larger banner ad is purchased separately for those clients who only want an on-line presence.

The AR Aging Report is continuing to improve thanks to the assistance of George Camp. 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.

In 2018, the focus continues to be on increasing ad revenue.

Respectfully submitted,

Diane L. DuFour