

## **JJ and Website Advertising Report**

The Jaguar Journal advertising revenue remained stable in 2019. We lost a couple of advertisers who dropped due to lack of response. These are advertisers who are in for one issue only. Our more frequent advertisers are pleased with the Jaguar Journal.

The 2019 rates and specs sheet are completed. Again, this year there was no rate increase. The 2019 ad deadline schedule was emailed to all advertisers at the close of 2018. The print/banner ad package continues to be used as an incentive at the 6-time rate to add value.

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 improving thanks to the on-going efforts 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 offered (free) to advertisers who want to expand their reach about 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 2019, the focus continues to be on increasing ad revenue.

Respectfully submitted,

Diane L. DuFour