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**JJ and Website Advertising Report**

The Jaguar Journal advertising revenue was relatively stable in 2019. Throughout the year, advertisers dropped out and were replaced by new advertisers. A couple of advertisers increased their ad size. Lack of response to their ads continues to be the dominant reason for ad loss. Typically, these are one-issue advertisers. Our most successful advertisers realize the value of top-of-mind advertising. Frequency is the key to successful advertising.

The 2020 rates/specs sheet is completed. There was no rate increase. The 2020 ad deadline schedule was emailed to all advertisers at the close of 2019. The print/banner ad package continues to be used as an incentive at the 6-time rate to add value. Banner ads are available to advertisers who only want an on-line presence.

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 administrators of the Facebook page, I can see that these advertisers are getting lots of engagement – shares, likes, comments.

Although the Welsh holiday insert was cancelled for the November/December 2019 issue, it is planned for this year. The cancellation was not a reflection of the insert's performance as a marketing vehicle - it was a budgetary decision.

The focus in 2020 is increasing ad revenue and successful collection of past due accounts.

Respectfully submitted,

Diane L. DuFour