

# St. Andrews Heights Community Newsletter Annual Report 2012/2013 Submitted June 17, 2012

I've been newsletter editor since November 2011.

## Carriers

Thanks to Max Ahluwalia for his contribution up to February, and to Alexander Durbeniuk and Nicholas MacDonald for their continued good work. Welcome to our new carrier, Sophia Julien.

We kept our rates for the carriers the same this year as last.

## Printing

We continue to use Minuteman Press Beltline to print the newsletter. They were able to keep our rate the same for three years. In February, due to increased paper costs, Minuteman increased our rate by 25% (I was able to negotiate this down from a 33% increase).

## Advertising

Our advertising rates have remained the same. We have maintained our regular advertisers this year, and we gained one in April, which replaced the regular advertiser that we lost last year. We had a few other occasional advertisers, resulting in an increase in ad revenue of 5% over last year.

Our ad rates have not changed since 2003. I did an informal survey of several community-published newsletters in our area—it indicates that our current rates are, on average, half of the rates charged by these other publications (including those of Parkdale and Hounsfeld Heights-Briar Hill).

See **Profit/Loss**, below, for my recommendation regarding ad rates.

## Software

This year we purchased a license for the most recent version of Microsoft Publisher. Using this new version, I've been able to streamline my workflow and reduce the time it takes to publish the newsletter.

## Profit/Loss

As mentioned above, ad revenues were up slightly this year, but this increase was not enough to offset the increase in printing costs, and the result was a net loss of 290.40. (Excluding the software purchase in May, the loss would have been 164.41).

I recommend a 10% increase to advertising rates next year to help the newsletter break even.

Month	Revenue	Expenses
Sept. 2012	205.00	266.27
Oct. 2012	208.00	266.27
Nov. 2012	301.00	266.27
Dec. 2012	349.00	306.27
Feb. 2013	211.00	328.33
Mar. 2013	336.00	311.00
Apr. 2013	304.00	311.00
May 2013	346.00	436.99
June 2013	250.00	311.00
<b>Total</b>	<b>2510.00</b>	<b>2800.40</b>
<b>Loss</b>	<b>290.40</b>	

Sylvia Siemens,  
Newsletter Editor