

St. Andrews Heights Community Newsletter Annual Report 2014/2015

(Submitted June 17, 2015)

I've been the newsletter editor since November 2011.

Carriers

The carriers are doing a great job. We kept this year's carrier rates steady at 20.00 per route per month, for a total of 80.00 per month in delivery costs.

Printing

We continue to use Minuteman Press Beltline to print the newsletter. The quality and reliability are very good. Printing prices have remained steady for the past two years (231.00 per issue).

Advertising

We kept advertising rates steady this year after increasing them by 10% last year. We still have the lowest rates—less than half—compared to other community newsletters in this area. In order to break even each month, we would need one more regular half-page advertiser.

Revenue/Expenses

Total **ad revenue** for September 2014 through June 2015 was **2498.00** (compared to 2561.00 last year). **Expenses** (printing and delivery) were **2859.00** (compared to 2879.00 last year), for a **loss of 361.00** (compared to a loss of 318.00 last year). Note: Delivery expenses included a December holiday bonus for the carriers.

Changes in the newsletter landscape

Over the past few years, several area communities (including Hounsfield Heights-Briar Hill and Parkdale) have stopped self-publishing their newsletters and entered into agreements with Great News Publishing to publish and deliver their newsletters, and manage the advertising. University Heights still self-publishes its newsletter and delivers it in print and online.

I recommend continuing with our current approach. Self-publishing allows us to include less advertisements and more community-specific content.

Sylvia Siemens
Newsletter Editor