EDITORIAL BOARD MEETING

Agenda Item Number:

15

Agenda Item Title:

Advertising Report

Department:

Accounting Department

Subject:

Financial report for advertising.

## PROBLEM STATEMENT:

Information only.

## BOARD OPTIONS:

Approve the report or ask for corrections.

## STAFF RECOMMENDATION:

Approve the report.

## ANALYSIS:

The advertising financial report is well within the guidelines set up by the Board last year. The net value actually shows an increase in advertising income overall. Last year’s net was $13,792.

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Income | Expense | Net |
| Back cover ads | $2,678 | $689 | $1989 |
| Text ads | $14,634 | $2,053 | $12,581 |
| Totals | $17,312 | $2,742 | $14,570 |