I. January 27, 2023

II. ADVERTISING MANAGER

III. Stephen Mantz

IV. BOARD ACTION REQUIRED: NONE

V. BRIEF SUMMARY OF ACTIVITIES

• **Notes Advertising.** The December 2023 issue of *Notes* (v. 79, no. 2) included 15 paid ads from 13 advertisers, plus three *gratis* half-page ads for MLA/A-R joint publications and three exchange ads (*Fontes*, MOUG, and *Perspectives of New Music*).

Billings totaled $3951, an increase of $88 (approx. 2%) over the revenues of the December 2021 issue.

I continue to update materials in preparation for the transition to a new Advertising Manager.

• **Online Advertising, MLA website.** Revenues for the third and fourth quarters 2022 (July-December) totaled $4000. Met Opera on demand continued to advertise on the MLA homepage. Henry Panion III, a composer and arranger, advertised his works available for purchase via the website subpages in December. The Peabody Institute (Johns Hopkins) advertised on the subpages in November.

• **Conference Advertising.** As we approach the conference, all seven of the banner ads placements of the conference website have been sold, as well as 10 advertisements to be included in the print (PDF) program.

VI. **Alignment with the 2022-2030 Strategic Plan**

Much of the ongoing work of the Advertising Manager relates to **Objective 1.3 (Cultivate mutually beneficial relationships with other organizations that offer financial as well as professional opportunities and advantages)** and **Objective 2.5 (Encourage member retention)** as I work with Corporate Members, publishers and vendors.

In the future, as we evaluate the role of advertising in the context of publications and publishing strategy, **Objectives 1.4 and 1.6** will be relevant.