I. January 9, 2022
II. ADVERTISING MANAGER
III. Stephen Mantz
IV. BOARD ACTION REQUIRED: NONE

V. BRIEF SUMMARY OF ACTIVITIES

• **Notes Advertising.** The December 2021 issue of *Notes* (v. 78, no. 2) included 15 ads from 14 advertisers, as well as four *gratis* ads for MLA publications and three exchange ads. Naxos placed a cover ad in this issue. Billings totaled $3,863, a decrease of $1510 (approx. 28%) over the December 2020 issue.

  *Notes* advertising has been following the trends we see in the pandemic. The September issue seemed to reflect the optimism of the summer with healthy revenues, whereas the December issue shows advertisers being much more guarded.

• **Online Advertising, MLA website.** Revenues for the third and fourth quarters of 2021 (July-December) continue to be strong, with a total income of $5400. Both Met Opera on Demand and CD/AV Source ran ads on the MLA website throughout the six months.

• **Conference Advertising.** In mid-December, email announcements regarding advertising opportunities at the annual meeting were sent to potential advertisers. A follow-up email was sent the first week of January.