I. September 20, 2021
II. ADVERTISING MANAGER
III. Stephen Mantz
IV. BOARD ACTION REQUIRED: NONE

V. BRIEF SUMMARY OF ACTIVITIES

- **Notes Advertising.** The September 2021 issue of *Notes* (v. 78, no. 1) included 20 ads from 19 advertisers, as well as four *gratis* ads for MLA publications and three exchange ads. A new advertiser, Keiser Publications, placed an ad in this issue (for Kalmus). Billings totaled $5,483, an increase of almost 45% ($1697) over the September 2020 (v.77:1) issue. In fact, these revenues also outpace the September 2019 figure of $4781.

  These figures reflect the release of pent-up demand after more than a year of the pandemic and may indicate that increasing personalized solicitations to advertisers has seen positive results. However, several regular advertisers continue to limit or suspend advertising as the pandemic continues longer than anticipated.

  Administratively, revised procedures for working with the new layout team at A-R Editions were developed. Revisions to the rate card and exchange ads continue to be made as I incorporate the new *Notes* logo.

- **Online Advertising, MLA website.** Revenues for the second quarter of 2021 (April-June) continue to be strong, with income totaling $2560, as Met Opera on Demand and CD/AV Source ran ads on the MLA website in all three months.