I. September 12, 2022

II. ADVERTISING MANAGER

III. Stephen Mantz

IV. BOARD ACTION REQUIRED: NONE

V. BRIEF SUMMARY OF ACTIVITIES

- **Notes Advertising.** The September 2022 issue of *Notes* (v. 79, no. 1) included 19 ads from 17 advertisers, plus two *gratis* ads for MLA/A-R joint publications and three exchange ads (*Fontes*, MOUG, and *Perspectives of New Music*).

  This issue saw ads from two advertisers new/returning to *Notes*: Nardis Books and Temple University Press. Duke University Press also ran a two-page ad.

  Billings totaled $4707.50, a decrease of $775.50 (approx. 14%) over the revenues for the September 2021 issue, which was an exceptionally strong month for ad sales. The Sept. 2022 revenues roughly parallel pre-pandemic levels. The Sept. 2019 issue saw revenues of $4781.

  Cleanup/updating of the spreadsheet of potential advertisers continues.

- **Online Advertising, MLA website.** Revenues for the second quarter of 2022 (April-June) were strong. Of the 12 ad slots available this quarter, 11 were sold. Income totaled $2700, as RIPM, Qwest TV and Met Opera on Demand all ran ads in multiple months.

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

  Most of the Advertising Manager’s work with the strategic plan is tied to communication objectives. The manager should participate in reviewing the MLA website (Objective 4.2) and publications (Objective 1.4). For example, there was a question about advertising on a recent *Notes* survey. Most of this work will happen with the new Ad Manager coming on board in 2023.