

- I. **May 11, 2021**
- II. **ADVERTISING MANAGER**
- III. **Stephen Mantz**
- IV. **BOARD ACTION REQUIRED: NONE**

V. **BRIEF SUMMARY OF ACTIVITIES**

- **Notes Advertising.** The March 2021 issue of *Notes* (v. 77, no. 3) included 21 ads by 20 advertisers. Revenue totaled \$4383, a decrease of approximately 6.5% (\$307.50) over the March 2020 issue.

The June 2021 issue of *Notes* (v. 77, no. 4) included 22 ads by 21 advertisers. Revenue totaled \$4159.50, a decrease of 5.7% (\$252.50) compared to the June 2020 issue. Revenues for the June issue typically are a bit lower because of the number of advertisers receiving a “4th consecutive ad discount” of 10%.

- **Online Advertising, MLA website.** Revenues for the first quarter of 2021 (January-March) were strong, totaling income of \$2650. Met Opera on Demand advertised on both the right margin and the footer of the home page for all three months. Drexel University Online advertised on the right margin of subpages in February and March; CD/AV Source advertised on the footer of subpages in March.
- **Conference advertising.** The MLA/TLA conference generated \$4620 in revenue. The pdf program accounted for \$2560 (15 advertisers) and the conference website \$1100. Logos in the Sched app were popular: \$960 from 7 placements.

Revenues were lower than last year’s \$6970. This is largely due to 2 factors: 1) an extremely small time window in which to solicit ads, and 2) lower prices for ads in the pdf program. In general, advertiser support was still strong.

VI. **Implicit Bias Testing Reporting**

I completed several of the Implicit Association Tests, including those on Race, Skin-Tone and Age. My institution offers various sessions on DEI-related topics; I have attended several and plan to continue to do so.