I. January 26, 2021

II. ADVERTISING MANAGER

III. Stephen Mantz

IV. BOARD ACTION REQUIRED: NONE

V. BRIEF SUMMARY OF ACTIVITIES

- **Notes Advertising.** The December 2020 issue of *Notes* (v. 77, no. 2) included 20 ads by 18 advertisers, plus 4 gratis/exchange ads. Revenue totaled $5373, a decrease of approximately 8% ($467) over the December 2019 issue. This decrease is smaller than anticipated, given the current economic climate.

- **Online Advertising, MLA website.** The fourth quarter of 2020 (October-December) saw income of $1965. Met Opera on Demand advertised on both the right margin and the footer of the home page for all six months. RIPM advertised on the right margin of subpages in October.

- **Administrative.** The “Advertise with us” page of the MLA website was updated with the most current information. My thanks to web editor Stephen Henry for his timely assistance.