

## **CR-5C Jaguar Journal & Website Advertising, Diane Dufour**

The 2024 advertising revenue continued to be impacted by the departure of advertisers and the lack of new advertisers. The 2024 year-end print advertising revenue total was \$47,540.

The annual print revenue figures for the past three years are as follows:

The 2023 year-end print advertising total was \$74,699

The 2022 year-end print advertising total was \$84,409

The 2021 year-end print advertising total was \$76,544

**All the year-end totals listed above are booked/billed revenue - not collected revenue - and do not include website banner ad revenue.**

The print/website banner ad package continues to be used as an incentive to book a 6-time print ad schedule. Banner ads without a print component are available for clients who only want an on-line presence or have a limited budget. Banner ads also have the advantage of no deadlines, which works well for time-sensitive material. The only stipulation is a 4-month commitment prepaid via PayPal. This eliminates collection issues.

The open premium positions are the inside back cover, inside front cover and center spread. SNG Barratt moved from the inside back cover to the back cover for all 2024 issues.

The rates and specs sheet remains unchanged for 2025.

Respectfully submitted,

Diane L. DuFour