



# ASPRA AGM 2020

1989 2020 Advertisement manager's report

Our Spring 2019 issue was the first to go to 64 pages and we have kept the same issue size ever since. Advertisement paging and revenues have reduced slightly from issue to issue in the last year; that said, the last three issues generated a gross income of £5158. Some copies have to be posted out to advertisers, so the net revenue for the same period would be £5100, or slightly less. Our income from subscriptions over the same period is probably about £3200, so it's as well that the advertisement revenue covers the print costs.

The Spring issue contains far more renewals than any other. Of the 38 paid advertisers in the issue, 25 renewals or one-off ads were invoiced. There is a point in this detail, dull as it may be. Revenue for the issue itself was just short of £1600; the total value of the invoices, because many of them were for three issues, was £2200, or thereabouts.

And then the coronavirus struck and many of our advertisers had to close. At the time of writing, six invoices have been paid. With the problems facing many of our advertisers at the moment, the last thing I want to do is chase those invoices. And there's more: under normal circumstances I would have been working on the next issue now and could have reasonably expected five renewals in the next issue, but now's not the time to be bothering them. Besides, I can't tell them when it will be published. At least one ad in the current issue is time-sensitive and left high and dry by Covid-19.

TD Print sorts out our printing for us. It's currently closed. Fingers crossed for Rob and Chris who have rent and leases on equipment to pay. They hold all our adverts and artwork.

Who knows how all this is going to turn out. I worry about our friends, the shopkeepers of Addiscombe village.

*Colin Gamm*

Colin Gamm  
9 April 2020

