

CR-24C JJ and Website Advertising Report

The 2020 advertising revenue remained constant with little fluctuation. The Jaguar Journal is fortunate to have a loyal base of advertisers. There were a couple of new advertisers that placed small ads for one or two issues and dropped out due to lack of response.

The rates and specs sheet will be updated to reflect the upcoming year of 2022. There will not be a rate increase.

The print/website banner ad package continues to be used as an incentive to book a 6-time 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 premium positions (inside front cover, centerspread, inside back cover and back cover) are currently booked through 2021. There are waiting lists for these positions which is a good sign going forward.

Respectfully submitted,

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