Report to SAS Executive Committee

Ed MacMillan, Advertising Sales, October 2011

2011 is turning out to be a good year for Applied Spectroscopy advertising sales. Despite the hangover from the 2009/2010 recession overall ad sales are up significantly and we have seen a number of new advertisers come to the fore. We can predict 2011 will end well but the litmus test will be how we renew the advertisers going into 2012. So with a view to cautious optimism I would summarize 2011 going into 2012 in the following terms:

- We will have a significant increase in overall ad revenue (30% or more)
- We have new players to coming into the market
- Larger companies are once more coming back into print

In 2011 we have seen a sea change for the better in the market. Knowing we are in a B2B/B2C environment accounts for some of this but there would appear to be optimism in the scientific instrument marketplace despite the fact the consumer market is moribund. Whether this continues into 2012 is somewhat likely at least for the first quarter (assuming we do not have a tsunami hit LA or some such disaster). Frankly I am having a hard time understanding why things are the way they are but we need to take advantage of the prevailing mood. FACSS is exactly when I need to talk to my clients and I would imagine this year will be more important than most.

Below are the projected advertising revenue numbers for 2011 with the actual numbers from 2010. I would expect little change in the 2011 numbers and if anything would expect them to rise slightly.

Net Revenue	**2010**	**2011**
Quarter 1	$50,832.01	$63,596.87
Quarter 2	$53,334.78	$75,261.12
Quarter 3	$50,959.55	$63,307.88
Quarter 4	$49,209.38	*$66,278.63*
Total Billed Revenue	**$204,335.72**	***$268,444.50***
Projected Net Revenue	**$200,000.00**	**$220,000.00**

The big questions are:

- What can we expect going into 2012?
- Has the change in the schedule improved the performance?
- What is the mood with the large and small clients?

So with all this in mind my plan is to renew as many companies as possible at FACSS and in the month proceeding. With the change in schedule October/November will be the critical time for me to touch bases and renew them. Of course the downside may be that they will not have their budgets but in that case I may change the schedule to include the January 2013 (and possibly the February 2013 Issue) in the 2012 contract and add 2 insertions to the 2011 contract (Jan 2012 and Feb 2012).

Here is a list of new and returning advertisers for 2010 to 2011:

2010 Advertisers	**2011 Advertisers (as of the October close)**
Amptek	Agilent**
B&W Tek	Amptek*
BaySpec	Andor Technology**
BioTools	B&W Tek
Bruker	BaySpec*
CDI Pharma	BioTools*
CDI Pharma	Bruker***
Cobalt Light	CDI Pharma
Enwave	Enwave Optronics
Fibre Photonics	Fibre Photonics
Hellma	FDM**
Hellma	Hellma
Horiba	Horiba Jobin Yvon*
Infrared Analysis	International Crystal Labs*
Kaiser	Kaiser Optical Systems
McCarthy Scientific	LASER World of Photonics**
McPherson	McCarthy Scientific**
Ocean Optics	McPherson
Pike	Ocean Optics
Princeton Inst.	Perkin Elmer**
Remspec	Pike Technologies
Renishaw	Princeton Instruments***
Shimadzu	Remspec**
Starna Cells	Renishaw
Thermo Fisher	Shimadzu*
WiTech	Starna Cells
	StellarNet**
	Thermo Fisher Scientific*
	WiTec

(* Increase ad spend in 2010, **New Advertiser for 2010, ***Decrease in 2010)

As you can see we have gained 4 new advertisers and have seen some significant increases in ad spend. It is anyone's guess what we can expect in 2012. I look forward to an interesting FACSS back in Reno.

Wishing you all the very best,

Ed MacMillan

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