Report from Tech Partners Marketing to SAS Executive Committee

Bill Cunningham, Advertising Sales, August 2013

It has been a challenging year with the transition of Advertising Sales away from Allen Press to Technology Partners Marketing (TPM). We will discuss a few of those issues later, but it is with great pride that we report 2013 is shaping up to be good year for *Applied Spectroscopy* advertising sales. Last year we saw overall ad sales ending just under $270K in ad revenues, with the society receiving just under $200K.

Finishing up 2013, we see steady interest from the market and can report four new advertisers this year, so persistence is paying off. *Applied Spectroscopy* is still seen as a good vehicle for our ad clients, but as circulation drops it's important we either do something to increase circ or look at alternatives that can bring in much needed revenue.

To reiterate what was reported in the spring, we strongly recommend the following:

- **A new reader survey conducted to determine:**
  - **Key platforms of members and subscribers**
  - **Changes in the market since '07, the year of our last survey (see attached)**
  - **Size of budgets controlled by readers**
  - **Vertical markets covered**
- **Implementation of the eBook format for *AS***
  - **New Corporate Sponsor levels - *implemented***
  - **Additional ad placement**
  - **Revenue through Hotlink charges**
- **Implementation of an eNewsletter template**
- **The new Green eOpen version of the journal (finding sponsor/s)**
- **A page on the website devoted to *"What's New"* (in addition to the existing page on Ingenta)**

These steps will position the Society competitively for future growth and demonstrate to existing and prospective advertisers a proactive stance as we adapt to the changing needs of the market.

Below is a chart of ad sales for the past three years, including ads contracted thus far for 2013 (*in italics*):

	2011	2012	2013	3yr Av	% change
Q1	$63,597	$67,255	$63,242	$64,698	**-2%**
Q2	$71,261	$62,320	$61,988	$65,190	**-5%**
Q3	$63,361	$65,733	$66,843	$65,312	**+2.5%**
Q4	$72,354	$69,076	*$61,354*	*$67,595*	**-9%**
Total	**$270,573**	**$264,384**	***$256,998***	***$263,985***	**-2%**

As you can see we have brought back revenues almost to 2012 levels, and overall we are only 2% off the three-year average, so we are feeling encouraged. Also, the system we have in place with the Editorial Office and the main office accounting seems to be working well with debt running quite low.

While the numbers for 2013 are good, the final outcome will depend on how we close the last two issues and renewals of our advertisers going into 2014. The marketing has been paying off and we have four new advertisers this year.

Below is a list of advertisers for 2011, 2012, and 2013 (as of October 2013 issue):

2011 Advertisers	**2012 Advertisers**	**2013 Advertisers (so far)**
Agilent	Agilent	Advantest
Amptek	Amptek	Amptek
Andor Technology	Andor Technology	Andor Technology
B&W Tek	B&W Tek	Applied Spectra
BaySpec	BaySpec	B&W Tek (increase)
BioTools	BioTools	BaySpec
Bruker	Bruker	Bruker
CDI Pharma	Energetiq	Enwave
Cobalt Light	Enwave	FDM
Enwave	FDM	Hellma
Horiba	Horiba	Horiba
Fibre Photonics	Kaiser	ICL
Hellma	Hellma	Kaiser
Horiba	McCarthy Scientific	McPherson
Infrared Analysis	McPherson	Ocean Optics
ICL	Ocean Optics	Optigrate
Kaiser	Ondax	Pike Technologies
Laser World	Pike Technologies	Remspec
McCarthy Scientific	Princeton	Princeton
McPherson	Remspec	Perkin Elmer
Ocean Optics	Renishaw	Remspec
Ondax	Shimadzu	Renishaw
Perkin Elmer	Thermo Fisher	Shimadzu
Pike	Avantes	StellarNet
Princeton Inst.	WiTec	WiTec
Remspec	Princeton Inst.	Avantes
Renishaw	StellarNet	StellarNet
Shimadzu	Starna Cells	Thermo Fisher

As mentioned earlier, we have faced some challenges with the Allen Press production process that are noteworthy to mention again.

In February 2013 Kelly Calohan (Account Manager, Allen Press) was removed from *Applied Spectroscopy* and replaced by Trisha Klosterman. Trisha tries hard but lacks experience in managing a monthly journal of this size. Also, mistakes have been made in several of the issues with ads being misplaced, not placed at all, or sized improperly. All of this has resulted in us having to make apologies, refund charges, and/or give make goods to pay for those mistakes. On the surface Allen Press will advocate customer service is part of their mission statement, but from our vantage, with these continued mistakes and late mailings, the current production team is either incompetent

or poorly managed. As an outside ad sales agent, TPM was instructed create a new workflow, which involved cutting and pasting all the “A” pages together and placing all the ads and page numbers. Then we annotate our layout with explicit instructions, scan all the pages into one large pdf and upload it to the ftp site. Even after doing this and being very explecit, mistakes continue.

Another change we faced is that we no longer see a proof through the Allen Press Insite System. They have said we will not have access to this feature since we are no longer a full-service client. This action has caused additional production time, introduction of errors that TPM can’t correct, and unnecessary stress each month for both TPM and Kristin. Kristin, to her credit, soldiers on and has had to deal with all of this as AP refuses point blank to deal directly with TPM.

One additional item that is worth mentioning is that earlier this year we had recommended in a detailed report to the EC in May that we move the production away from Allen Press. We still recommend SAS seriously consider this despite the obvious stress it may cause.

All of these issues have affected our sales and, if left unchecked, will result in ad clients leaving *Applied Spectroscopy*. Also there was supposed to be a new eNewsletter launched this year, which has also been delayed. The eNewsletter should be a steady source of income and although we had one-and-a-half steady advertisers, without additional incentives it is doubtful those current advertisers will renew at the end of this year.

In conclusion, although we see continued challenges on the horizon, we look forward to SCIX this year and are committed to helping the Society to embark on this journey into the digital age. As you already know, the model for scientific self-published journals is in flux. However *Applied Spectroscopy* is in a good position to move forward and take advantage of the good will of its ad vendors and corporate sponsors. Our goal will continue to be to assist *Applied Spectroscopy* as it moves forward as an advocate for technological change, especially in the delivery of the science to its readers.