



TECHNOLOGY PARTNERS MARKETING

IX-A-TPM Advertising-SciX 2017

Report from TPM / SAS Executive Committee Bill Cunningham, Advertising Sales, October 2017

Over the past five years we have evolved our ad revenue from our journal by adding Several digital products, SAS Spectroscopy Marketplace, First Take eNews (new product promotions and this past year, featured video promotions.

Facing increasing push back from Marketers we are doing our best to capture revenue for the Society even with the pressures with marketing budgets being reduced.

Let's review our revenue results from 2016 from our Print and Digital products:

Print & Digital Revenue

Revenue Products	Ad Revenue 2016	Ad Revenue 2017
Applied Spectroscopy	\$144,616.00	\$125,000.00
Digital Revenue	\$34,754.00	\$75,500.00
Sub Total	\$179,320.00	\$199,000.00
Corporate Sponsorships	\$14000	\$14,500.00
Total	192,936.00	\$220,000.00

TPM continues to seek out new advertising platforms that will benefit our revenue achievement. Some of our recommendations are successful and some are mildly successful. The important issue we recognize is, "if we do nothing then the obvious will happen, we no longer are relevant in the eyes of marketers". The second challenge is we have limited dollars to invest in new platforms so it becomes an issue of doing what we feel we have the time and budget to bring to market.

TPM's new revenue initiatives for 2017 and beyond:

- Complete redesign of Spectroscopy Marketplace
 - Expanded Product Offerings
 - Expanded Company Listings
 - Log-in for company marketers to upload their products
 - Company White Papers
 - Company Webinars
 - Expanded News Coverage
 - Newsletter Subscriber Page – Capturing new subscribers/members
 - SAS Website Links – <http://s-a-s.org>



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- Sage Applied Spectroscopy Link - <http://journals.sagepub.com/toc/ASP/current>
- Links too Existing SCIX Sponsoring Societies

- New Video Links
 - Private & Academic Presentations
 - Companies – Colleges/Universities -Programs, Special Conferences

- Applied Spectroscopy – Digital Issue
 - Enhance our regular PDFs and increase engagement by Banner Ads, audio or videos. (using Page Suite's Media Tool).

- Quarterly Direct Mailing of Marketing
 - Print & Digital Marketing Brochure that features TOC and Focal Point Article Estimating 16 Pages, supported by advertising revenue
 - Size Final Size: 8 1/2 x 11
 - Paper 70# Gloss Text vs. 70# White Offset Text
 - Ink 4/4, 4CP + Gloss AQ on gloss stock only
 - Finishing Fold, stitch, trim, carton pack
 - White Offset 16pg 70# Gloss Text 16pg 70# White Offset
 - Qty & Costs: 1200 copies \$1,225.00 \$1,275.00
 - Qty & Cost: 1600 copies \$1,315.00 \$1,385.00
 - Outbound Envelope: .186 x 1200 = \$223.20
 - Mailing Cost: to be determined

Forecast Revenue for 2018

Products	2018Revenue
Applied Spectroscopy	\$130,000.00
Spectrum eNews	\$1,000.00
Spectroscopy Marketplace	\$50,000.00
First Take eNews	\$24,000.00
First Take Product Video's	\$18,000.00
Spec Marketplace Video Link	\$10,000.00
Direct Mail Quarterly Brochure	\$8,000.00
Totals	\$241,000.00

*2018 TPM will be adding one additional advertising representative to insure revenue goals are achieved.

As part of our marketing efforts to reach and network with current and new advertising companies I am requesting your approval to attend these conferences next year.

Conferences:



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Photonics West 2018– January 27- February 1, 2018 – San Francisco –
PITTCON 2018 –February 26 - March 6, 2018 – Atlanta, GA