



TECHNOLOGY PARTNERS MARKETING

IX-A

**Report from TPM / SAS Executive Committee
Bill Cunningham, Advertising Sales, August 2015**

As part of the 2015 marketing program, we proposed attending several Conferences this year to help build awareness of Applied Spectroscopy advertising programs to exhibitors and build interest in companies support the SAS through corporate sponsorships.

Here are the results of the conference I've attended.

- Photonics West – San Francisco, CA February 10-12, 2015 Expenses – \$2,600
ROI – Sold 18K in advertising for the journal & digital properties
- American Chemical Society – Boston, MA, August 16-18th Expenses – \$1450
ROI - Sold \$3K in advertising for the Journal and 11K in ad proposals

Total revenue from those investments is 25K

We continue to research and develop expanded advertising opportunities for companies who want to reach the members of the Society for Applied Spectroscopy.

SAS will continue to face challenges in the market even with our digital platforms; SAS Spectrum eNews, SAS Spectroscopy Marketplace and First Take eNews. We are seeing revenue increases in our digital revenue in 2015. However, our print revenue is declining and we will face challenges in the future until this cycle stabilizes. Here are the factors that we should all be aware.

- Reduction of our of print subscribers/members
- Digital subscribers do not see the advertising on Ingenta and will not under SAGE
- Marketing budget shifts reduction from print and in digital programs
- Companies self investing in their own marketing initiatives,i.e. conferences, digital newsletters and webinars

Applied Spectroscopy Advertising Revenues 2015 – Print & Digital

Revenue Products	Projected	Actual Forecast
Applied Spectroscopy	\$185,000.00	\$165,000.00
Digital Platforms	\$55,000.00	\$57,000.00
Totals	\$240,000.00	\$222,000.00
Corporate Sponsorships	\$17,500.00	\$22,500.00
Totals	\$257,500.00	\$244,500.00



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Travel Request for 2016:

- Photonics West – San Francisco, CA February 13-18, 2015
(Includes the Bios Conference – Feb 13 & 14)
- PITTCON 2016 – Atlanta, GA, March 6 – 10, 2016 -
- ACS Fall Conference, Philadelphia PA, August 21-25, 2016
- SCIX Fall 2016 – Minneapolis, MN, Sep – October 2016