

2016 Region 17 Spring Meeting Directory Report

For 2016, there will be 1000 Directories printed. There will also be 100 copies of the marketing supplement printed. These have the club pages and ads, but no membership pages. I would like to thank all of the clubs for their efforts in obtaining ads. This year there are 30 ads. In 2015 we had 36, so this is down by 6 ads.

The total advertising income for the 2016 Directory is \$9935.00. The cost of printing and producing the Directory and Supplement is \$7983.00. The Visa and M/C fees are \$10.32 and the mailing cost is \$64.42. There is no cost for shipping this year. (Thank you to Millarcom for the shipping) This leaves a profit of \$1877.26.

We will distribute the Supplement to as many events that we can. All the clubs in Region 17 are welcome to help distribute these in their areas. In 2015, the Directory was distributed to Region 4, Region 17, Canadian Nationals, US Nationals, Scottsdale, Vancouver Island, Western Canadian Breeders Championships, and the AHA Convention. They were also at some Class A shows and the Canadian Arabian Horse Registry had some as well.

If you have any questions or suggestions about the Directory, please let me know. This is YOUR Directory and we want it to be the best!

Club	# of ads	Ad Cost	GST	Total
Aurora	20	\$6525	\$326.25	\$6851.25
Calgary	1	\$350	\$17.50	\$367.50
Parkland	1	\$350	\$17.50	\$367.50
AAHABC	2	\$650	\$32.50	\$682.50
BC Interior	0	\$50	\$2.50	\$52.50
Vancouver Island	0	\$50	\$2.50	\$52.50
BC Half	0	\$50	\$2.50	\$52.50
Carrot River	4	\$1250	\$62.50	\$1312.50
SAHA	2	\$650	\$32.50	\$682.50
Total	30	\$9935.00	\$496.25	\$10,421.25
Cost of printing		\$7983.00	\$399.15	\$8382.15
Cost of shipping		\$64.42 (shipping/mailing Directories)		
Visa/MC fees		\$10.32		
Profit		\$1877.26		