

Summary of Discussion with Beardie Club/Suggestions for the ACDCA Quarterly

Observations regarding discussion with Beardie Club of America on their quarterly:

1. The Beardie Bulletin took about 7-8 years after it became a subscription publication before it started to turn a profit.
2. They control very tightly the number of non-ad pages. Their editorial plan generally includes 16-20 pages per issue as follows: 6 pages in every issue for Table of Contents, Editor's Letter, Cover Story, Back Cover Story, Officers, Ad Rates, Bulletin Board), 2 pages for each area of competition (herding, obedience, conformation, agility, and health). If a committee wants more than their 2 pages, they pay the ad rate of \$95.00 per page. The other editorial pages are filled with editorial stories, letters, etc.
3. They have a separate newsletter with additional club news, OFA, CERF stats etc.
4. About 3/4th's of the Beardie National members subscribe at an annual rate of \$20 (with 650 subscriptions with is about \$13,000 annually). Only National members may subscribe. There are about 900 members.
5. Their b/w ad rates are about 60% higher than ours (\$95 for a full page b/w ad). The BB has an art director and freelance artists who are paid to layout the ads. This costs the publication about \$60 to \$70 per ad.
6. They estimate the cost of each page to be approximately \$65.
7. If you include the artist fees they still lose money on most ads. This loss is covered by the subscriptions and higher fees for color advertising.
8. They pay their club member editor \$250 per issue. In addition they pay for a proofreader that runs \$100-\$125 per issue.
9. They are reserved out three years for the cover. The cover is \$250 and is in color.
10. For the post-National Specialty issue the cover automatically goes to BOB but it must be paid for. The back cover goes to BOS but also must be paid for.
11. They print some extra copies of each magazine and give these out in their Judge's seminars or sell them individually. If a judge requests it they will give them a free subscription for one year.
12. They have some concerns about commercial advertising and non-member subscribers because of their non-profit status.
13. They have extensive, well articulated publication guidelines.

Suggestions for the ACDCA Quarterly

1. Establish an editorial plan for the Quarterly in terms of number of non-revenue pages and regular features.

2. Carefully limit the number of non-revenue pages to a size that permits interesting features but allows for control of costs. I would suggest an average of 15 editorial pages (with a maximum of 25 for the National Specialty edition). This will help with our budgeting for the Newsletter. In our last issue we had about 29 editorial or non-revenue pages and 14 revenue producing pages.
3. A modified form of the Beardie club plan might work for us as follows: 4 pages in every issue for Table of Contents, Editor's Letter, Cover Story, Back Cover Story, Officers and Committee listings, Letters to the Editor, Subscription solicitation, News from the President, officers and Regional Directors, Ad Rates, Errata), 1-2 pages each for herding, obedience, conformation, agility, and health/genetics, general interest ACD stories/information, new titles (one page maximum), new health certifications (one page maximum).
4. Review the layout of non-revenue features to reduce length. Please look at the layout for New Titles and Health Certifications in the Spring 2005 Quarterly. These could easily be laid out to require half the length. For example, New Titles is sorted by month—but the day, month and year are already provided for each dog. If you eliminate the unnecessary line for October, November, etc—that is 26 lines alone!! On the Health Certifications the type is set in all capitals. Similarly the 2003 ACDCA Awards could have reasonably been done is half a page. Finally, the three page listing of herding trials could have been reduced to a link on our website or references to other sites or, at a minimum, a much streamlined layout of the information on a single page.
5. Introduce color ads as a revenue stream—making sure that we price it so that we make a profit on each ad.
6. Solicit for a couple annual commercial advertising contracts.
7. Send the editor's job out to bid starting with club members (see possible job description below). This should be a paid position--but if we are able to find a qualified club member we may be able to reduce costs. For example, if we paid an editor \$225 per issue (this is an average of \$15 per editorial page which is a typical rate) and paid our advertising editor \$125 per issue to scan pictures and help with setting up ads, this would still be a savings of \$250 per issue over the \$600 we pay now.
8. Consider having the club members vote to incorporate the Quarterly into membership dues by adding \$20-\$25 to dues. I know this is controversial but...I don't think we have the club size or volunteer infrastructure to run two separate publications and I believe we are cutting into our advertising base by not having all members receive the Quarterly. I believe this can be accomplished within the number of editorial pages outlined above by establishing and sticking with an editorial plan, implementing maximum word lengths for our director's reports and by more efficiently laying out the publication.
9. I have run through the numbers and with \$20 per member dedicated to communication with members via the Quarterly, plus even a modest ad revenue, we should be able to run the publication at breakeven or better.

10. Here are the numbers assuming 320 separate (non-family) members; 350 copies; a \$20 communications adder to the membership fees, 15 one page ads including the cover and back, and using the average per issue publishing cost per issue for 2002-2004—which was \$6.45 according to a spreadsheet we received at the Nationals—I believe we can actually reduce this:

\$6.45 per issue/copy x 1500 issues/copies per year=	\$9750
less advertising of \$875 per issue x 4 issues=	3,500
<u>less communication fee of \$20 x 320 member=</u>	<u>6,400</u>
Net =	150

11. Take all of our existing policies for the Quarterly and any related standing rules and create one set of Publication Guidelines that we can put on our website.
12. Review all ad rates at the end of this club year and after additional experience with our current printer and make sure that we are not losing money on any ad rate.
13. Continue to consult with printer on any ideas they may have to reduce printing costs or to improve our layout.

Job Description—Quarterly Editor

Purpose

To compile and edit the ACDCA, Inc *Quarterly*.

Duties & Responsibilities

Comply with policies and guidelines of the *Quarterly* as established by the ACDCA Board of Directors.

Help establish schedules and deadlines for *Quarterly*.

Meet all deadlines associated with the *Quarterly*.

Help establish the regular features, columns and other content guidelines for the *Quarterly*.

Accept submissions for the *Quarterly*, consistent with guidelines. Coordinate with writers, photographers and Advertising Editor regarding requirements. Confirm any missing or questionable details/names/etc. with writers or other references.

Act as liaison to printer. Inform printer of all printing and mailing requirements and deadlines. Troubleshoot any issues with printer consulting advisors as needed.

Follow up to determine status of delayed materials.

Prepare submissions (articles, reports, and letters) for printing by laying out the content in an easy to read and cost effective manner.

Incorporate print ready ads into the magazine layout.

Submit print ready content to printer.

Proofread prior to submission to printer and upon receipt of *Quarterly* blue-line.

Make suggestions on the design and packaging of *Quarterly* to ensure cost effectiveness, good quality and timely publication.

Operate within established budget and including generation of advertising revenues and sales.

Solicit for member and commercial advertisers.

Solicit for subscribers.

Consult advisors on controversial editorial issues and make any final editorial decisions based on content.

Order supplies and establish printing contracts with help of advisor.

Skills & Qualifications

Excellent proofreading, writing and editing skills. Ready access to and high comfort level with Microsoft Word, email communication, and publishing software. Efficient word processing skills. Good communication skills required to effectively solicit materials, deal with advertisers and printer. Must be flexible to deal with changing requirements.