

20-Mar-14

To provide a sense of how TSM-generated advertising revenue is trending this year, C.J. Salgado pulled data for the past 18 months from the Advertising Department's sales tracking software. Though the system groups revenue differently than the categories that appear in the TSM financial reports, the data is still useful in determining patterns.

I've summarized the numbers on the pages that follow into the following table:

	Sep 2012 - Feb 2013	Mar 2013 - Aug 2013	Sep 2013 - Feb 2014
local	\$294,640.54	\$331,708.74	\$281,220.57
university	\$73,238.01	\$80,540.27	\$62,076.51
national	\$221,207.94	\$138,068.59	\$145,737.47
TOTAL	\$589,086.49	\$550,317.60	\$489,034.55

This data indicates that we brought in \$100,000 less advertising revenue in the first half of this fiscal year relative to the first half of last fiscal year. The good news is that whereas we had been using a 25% revenue decline trend to project this year's income, the decline is actually trending at 17%.

Frank Serpas III
Interim Director, Texas Student Media

Criteria: date >= 9/1/12 and date <= 8/31/13

Display Ad Summary By Customer Type

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$460,059.13
		Color	\$57,065.00
		Position	\$0.00
Totals for Customer Category Local			\$517,124.13
National	National Other	Space	\$174,340.01
		Color	\$33,190.00
		Position	\$500.00
Totals for Customer Category National			\$208,030.01
University	University	Space	\$123,093.28
		Color	\$16,485.00
		Position	\$0.00
Totals for Customer Category University			\$139,578.28
National Reps	National Agency (Reps)	Space	\$74,016.00
		Color	\$9,900.00
Totals for Customer Category National Reps			\$83,916.00
Grand Totals			\$948,648.42

Classified Display Ad Summary By Customer Type

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$6,153.17
Totals for Customer Category Local			\$6,153.17
National	National Other	Space	\$13,807.88
Totals for Customer Category National			\$13,807.88
Grand Totals			\$19,961.05

eMedia Ad Summary By Customer Type

Customer Category	Customer Type	Dollars
Local	Local	\$103,071.98
Totals for Customer Category Local		\$103,071.98
National	National Other	\$33,857.52
Totals for Customer Category National		\$33,857.52
National Reps	National Agency (Reps)	\$19,665.12
Totals for Customer Category National Reps		\$19,665.12
University	University	\$14,200.00
Totals for Customer Category University		\$14,200.00
Grand Totals		\$170,794.61

Criteria: date >= 9/1/12 and date <= 2/28/13

Display Ad Summary By Customer Type

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$198,593.65
		Color	\$28,510.00
		Position	\$0.00
Totals for Customer Category Local			\$227,103.65
National	National Other	Space	\$96,160.41
		Color	\$18,680.00
		Position	\$250.00
Totals for Customer Category National			\$115,090.41
University	University	Space	\$56,028.25
		Color	\$7,155.00
		Position	\$0.00
Totals for Customer Category University			\$63,183.25
National Reps	National Agency (Reps)	Space	\$55,454.00
		Color	\$8,060.00
Totals for Customer Category National Reps			\$63,514.00
Grand Totals			\$468,891.31

Classified Display Ad Summary By Customer

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$3,610.85
Totals for Customer Category Local			\$3,610.85
National	National Other	Space	\$7,117.10
Totals for Customer Category National			\$7,117.10
Grand Totals			\$10,727.95

eMedia Ad Summary By Customer Type

Customer Category	Customer Type	Dollars
Local	Local	\$63,926.04
Totals for Customer Category Local		\$63,926.04
National	National Other	\$21,486.43
Totals for Customer Category National		\$21,486.43
National Reps	National Agency (Reps)	\$14,000.00
Totals for Customer Category National Reps		\$14,000.00
University	University	\$10,054.76
Totals for Customer Category University		\$10,054.76
Grand Totals		\$109,467.23

Criteria: date >= 9/1/13 and date <= 2/28/14

Display Ad Summary By Customer Type

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$185,889.00
		Color	\$28,482.50
		Position	\$0.00
Totals for Customer Category Local			\$214,371.50
National	National Other	Space	\$74,635.70
		Color	\$5,990.00
		Position	\$0.00
Totals for Customer Category National			\$80,625.70
University	University	Space	\$48,232.00
		Color	\$7,750.00
		Position	\$0.00
Totals for Customer Category University			\$55,982.00
National Reps	National Agency (Reps)	Space	\$20,216.00
		Color	\$4,340.00
Totals for Customer Category National Reps			\$24,556.00
Grand Totals			\$375,535.20

Classified Display Ad Summary By Customer

Customer Category	Customer Type	Charge	Dollars
Local	Local	Space	\$4,235.90
Totals for Customer Category Local			\$4,235.90
National	National Other	Space	\$7,218.60
Totals for Customer Category National			\$7,218.60
Grand Totals			\$11,454.50

eMedia Ad Summary By Customer Type

Customer Category	Customer Type	Dollars
Local	Local	\$62,613.17
Totals for Customer Category Local		\$62,613.17
National	National Other	\$24,102.29
Totals for Customer Category National		\$24,102.29
National Reps	National Agency (Reps)	\$9,234.88
Totals for Customer Category National Reps		\$9,234.88
University	University	\$6,094.51
Totals for Customer Category University		\$6,094.51
Grand Totals		\$102,044.85