



# Bulletin and Web Advertising for Commercial Members Report

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Advertising in the APS Bulletin has seen an incremental increase this past year. In 2019 nearly no income to support Bulletin production was coming in, as commercial members were being comped for ads which did not meet marketing schedules due to erratic/late Bulletin releases. APS experienced non-renewals of ads and no new submissions for advertisements during this period. Bulletins are now current and commercial members are able to reliably count on advertisements to match their marketing schedules. Additionally commercial members are now being contacted with information concerning advertising options on a regular basis.

Advertising revenue is important to the Society, in that it helps to offset costs incurred in production/distribution of the Bulletin and website. Thanks primarily goes to Sharon Schmitz for conscientious work with our commercial members and organizing advertisement needs/information. Thanks also go to Kris Jurik for ably managing payments and communicating with Sharon.

Commercial member advertising serves more purposes than promotion of their businesses and income for APS. Commercial members are responsible for distribution of much information to members through their work, as well as, product (peonies and other related materials). Distribution of these materials are needed in order for APS to remain relevant. Our advertisers support the APS infrastructure by fueling enthusiasm for the peony through their work. These members are also on the front line with much of the research and development of new cultivars. A fair number of our commercial members also support our auctions and certainly are large participants in conventions, tours and flower shows. With this in mind APS has a number of options for commercial members to promote their businesses and the BOD may want to consider some other possibilities.

1. Already in play...Commercial members may opt to purchase advertising for placement in the 4 issues of Bulletin (print and online in 2021). This option is already practiced. Recommendation is to create a campaign to garner more advertisers in the Bulletin in November 2020 (for 2021). Add rates and other information can be found on the website, but will be sent to all commercial members via Mail Chimp. At this time APS has over 700 members, which makes advertising costs a good deal for businesses.
2. Already in play...APS' Vendor Listing, found on our website allows commercial members to provide: Contact information, a tagline, logo and link to their website. This form of advertisement is a no frills listing, but also allows 24/7 access to their business. The Vendor Listing is a benefit of Commercial Membership. As it is a publicly available listing, APS cannot provide more detailed promotion without infringing upon our non-profit status.
3. Already in play...The Directory of New Cultivars is another option for commercial advertisers to display their wares (print and online in 2021). This publication is basically

provides additional ad which is much like the Bulletin's. Ad rates and information are displayed on the website for Directory. This publication may be a bit longer lasting for advertisers, as it is a reference, providing more value for the advertiser. Further promotion of advertising in this publication will be included when APS campaigns in November.

4. Already in play...The APS Social Media Team often refers platform participants to the APS Vendor listing on the website. Craig Aiken deserves credit for promotion of this resource without specifically recommending particular commercial members.
5. Already in play...APS Auction promotion of donors through Auctria and during live auctions. While many would view a donation as a "zero-net" or charitable activity for a commercial business, it is not. Donation to an auction provides the donor with a member facing acknowledgement of support and product. The donor's name is displayed in the item description and in the thank you section to donors. During live auctions the same information is presented, perhaps a bit differently. APS may want to publicize/promote donors to a greater degree, which could impact the number of commercial donors positively.

**6. New option possibilities:**

**a. Business profile in Member Portal.** Create a page in which commercial members may submit a profile. These entries would allow for a couple of images and more detailed information about the business. This is basically an addendum to the Vendor Listing, but available to members only. Since it is not a publicly available resource no conflict would occur with non-profit status with the following in mind:

- i. No pricing or sales related information can be part of the profile.
- ii. No promotional statements.
- iii. No comparisons to other business (why they are a better choice than others - let members decide from the profile information)
- iv. Profiles may include:
  1. Personal information about the owners and operators
    - a. How they got started
    - b. Why and what they enjoy in the business
    - c. Historical information – if any
    - d. Family involvement and support
  2. General description of the products offered by the business.  
Informational only.
    - a. Specialties (no comparisons or promotional statements)
    - b. No singular listings for sales purposes
  3. Highlights of what makes their business special (mission)
  4. Images including peonies, products, landscapes, art, etc...
- v. ALL PROFILES are subject to editorial review. Editing will include basic grammar, spelling and language, but also will focus on removal of promotional content which may violate non-profit status of the APS.

**Removal of statements or images perceived as promotional are not negotiable and are the final decision of the editor and American Peony Society Board of Directors.**

- b. Sponsorship of the American Peony Society (website, Bulletin, auctions, donations, etc...** Proposed is a simple sponsorship page to be placed in the Member Portal, recognizing sponsorship. This would require some work to be determine what constitutes a sponsor and amount of sponsorship. Discussion required.