

## Directory Report

### 2013 Region 17 Spring Meeting

For 2013, there will be 750 Directories printed. There will also be 750 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 51 ads. In 2012 we had 53, so this is down 2 ads.

The total advertising income for the 2013 Directory is \$15,020.00. The cost of printing and producing the Directory and Supplement is \$11,383.00. The Visa and M/C fees are \$54.93 and the mailing cost is \$58.82. There is no cost for shipping this year. This leaves a profit of \$3524.47.

We will distribute the Supplement to as many other Regions and shows/events that we can. All the clubs in Region 17 are welcome to help distribute these in their areas. In 2012, the Directory was distributed to Region 17, Canadian Nationals, US Nationals, Scottsdale, Mane Event in Red Deer, Vancouver Island, Rae Dawn Arabians Arabian Nights, and the AHA Convention. They were also at some Class A shows. The Canadian Arabian Horse Registry also had some to give to new members of the breed. 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!

<b>Club</b>	<b># of ads</b>	<b>Ad Cost</b>	<b>GST</b>	<b>Total</b>
Aurora	24	\$7120	\$356.25	\$7476.25
Calgary	4	\$1250	\$ 62.50	\$1312.50
Parkland	5	\$1550	\$ 77.50	\$1627.50
Wildrose	0	\$ 50	\$ 2.50	\$ 52.50
AHABC	3	\$ 950	\$47.50	\$ 997.50
BC Interior	0	\$ 50	\$ 2.50	\$ 52.50
Vancouver Island	2	\$ 650	\$32.50	\$682.50
BC Half	1	\$ 200	\$10.00	\$210.00
Manitoba	0	\$ 50	\$ 2.50	\$ 52.50
Carrot River	7	\$1850	\$92.50	\$1942.50
SAHA	5	\$1450	\$72.50	\$1522.50
<b>Total</b>	<b>51</b>	<b>\$15,020.00</b>	<b>\$751.25</b>	<b>\$15,928.75</b>
Cost of printing Directory		\$11,383.00	\$569.15	\$11,952.15
Cost of shipping / mailing Directories				\$58.82
Visa/MC fees				\$54.93
<b>Profit</b>				<b>\$3524.47</b>