

AP Can Use Some Good Common Sense



Our Customers Need a Break

At Advantage Publishing, we have an obligation to deliver responsible journalism to our readership at a reasonable price. An obstacle to achieving that task is the steady rise in production and material costs. If it is at all possible, we want to avoid passing on this expense to our readership. If we make any attempts to increase our cover prices, we risk losing a percentage of

our audience.

One overlooked but obvious solution to our problem is a modest ad rate increase passed on to media buyers. This plan, although it would sit well with advertisers, will immediately defray some of our expenses without forcing our readers to shoulder inflationary prices.

We propose an initial 4.5% adjustment for 1997. As sales pick up, and as our readership

grows, we'll become an even more valuable resource for media buyers. At that point, we'll open with a bid to raise ad rates another 3%. Naturally, this second hike will meet with some opposition, likely forcing us to the negotiating table. But we're confident whatever concessions we make to our ad increase, the revenue we generate over the next two years will be enough compensation to forestall any increase in cover price.

See-the-Caribbean Sweepstakes!

The only thing that can improve a seven-day cruise to the hottest places in the Caribbean is to have your company pay for it. That's just what the board members are proposing as part of AP's Give At The Office program. As AP employees, you and your families will enjoy an all-expense paid trip to the Caribbean if we reach our goal of doubling sales in 1998. So don't start packing yet—we have a lot of hard work to do.

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