

Business Manager Board Report Jan. 27, 2014
Erin Ball

Financial

I've attached the updated monthly budget sheet. We've now **exceeded the projected sales for the year** in total and for UVic, UVSS and local sales. National sales have not exceeded the projected amount but we are on track to hit that target. UVic, UVSS and local sales are **up \$16,400 over this point last year**.

Please note when looking at the numbers that the January 2014 numbers are not totally up to date as we haven't received all the invoices for January yet.

We are expecting our second large disbursement of fees sometime in February. Once we see how much we get, we can start talking about whether we expect a surplus and what that money can be used for. I've asked Will for a "wish list" for new computer gear. We also should look into some new chairs for the office.

Advertising

This is going well as you can see from the numbers above. I don't see a need to hire a sales intern although this might be worth doing for next year. UVic sales are double what they were last year, which helps a lot. We've been getting pretty steady sales from FREE media and finally got our first payment from them. In web sales, we actually get quite a bit more revenue from FREE than we do from selling the space to local advertisers. I suggest reserving one spot in the top banner for FREE at all times. The other can be filled with local ads. It would be nice to just stick to FREE only for web ads, but our local advertisers appreciate the web ads and sometimes it's an incentive to place print ads as well.

Distribution

This is going pretty well. We are on track for our budget, which is great. I am still concerned with increasing pick up, especially on campus, although JP says it hasn't dropped this year. We are now distributing more to professional offices around town, via a high school work experience program. We get good feedback as there are many UVic alumni that work in the offices. I am hiring more newsies to get out and hand out papers on campus.