

ACMLA *Bulletin* - Editor's Report

June 2001 - May 2002

Summary of *Bulletin* Costs

	<i>Bulletin</i> 111 Spr/Sum 2001	<i>Bulletin</i> 112 Fall 2001	<i>Bulletin</i> 113 Winter 2002
Date delivered	late August	mid November	mid April
# of pages	84	68	52
# printed	260	260	260
Printing incl tax	\$1859.38	(\$1877.82 - \$57.50) \$1820.32	\$1301.08
Cost/cover	\$.60	\$.60	\$.69
Cost/ <i>Bulletin</i>	\$7.15	\$7.00	\$5.00
Total postage	\$423.00	\$437.04	\$379.10
Total cost	\$2282.38	\$2314.86	\$1680.18
Total cost/ <i>Bulletin</i>	\$8.78	\$8.90	\$6.46
Total cost/page	\$.1045	\$.1309	\$.1243
Inserts *	\$50.00	-\$57.50	

* One paid insert was included in *Bulletin* 111, and the advertiser was charged \$50.00. The advertiser supplied 250 copies of their own brochure or flyer. One erratum insert was included with *Bulletin* 112 to improve the quality of two maps in the Hughes article printed in *Bulletin* 111. ACMLA paid for the label stock; AstraGraphics printed the correction without charge.

Bulletin 112 was printed on lighter, more highly polished paper to reduce weight and improve photo quality, which increased the cost slightly. *Bulletins* 111 and 113 were printed on regular 60 lb paper. AstraGraphics used new equipment for *Bulletin* 113, which shortened the period between final proofread and delivery of the finished product to 5 days from the usual 10-14 days, but again increased the cost slightly.

Incidental expenses incurred in the production of the *Bulletin* this year totaled \$20.26. This represented postage for returning photos to an author, sample copies for book reviewers and three issues for indexing in *GeoBase*. Envelopes were supplied for all three issues through the generosity of Carleton University.

Owing to an address change, *Bulletins* 111 and 112 were returned from Elsevier and not indexed in *GeoBase*. This problem has been rectified and all three issues sent for inclusion in this indexing service.

Postage Cost Breakdown

	Canada	US	Overseas	IUTS/ PEBUQUILL
# sent (Bull 113)	81	65	23	64
Postage/ <i>Bulletin</i> 113 (light)	\$1.60	\$2.60	\$3.50	0
Postage/ <i>Bulletin</i> 111 (heavy)	\$2.05	\$2.25	\$5.15	0
Total cost for 3 issues (111-113)	\$24.85	\$26.25	\$32.95	\$19.15

The increase in membership fees has alleviated my concern that *Bulletin* costs would outstrip revenue. The cost for three issues this year mailed to US and overseas addresses (see table above) is well below the associate membership fee of \$45.00.

I would like to sincerely thank the *Bulletin* staff who have been conscientious in their duties and always prompt with their columns: Amy Chan (New Maps), Martine Rocheleau (New Books and Atlases), Pierre Roy (both French and English Regional News) and Tim Ross (Reviews). Particular thanks to Martine Rocheleau who has translated the President's Message for all issues, and who also volunteered on short notice to translate the Regional News for *Bulletin* 112. Thanks are again due to Susan Jackson who has labeled the envelopes for every issue and sent them to me sorted into postal categories, and to Bruce Weedmark who has supplied the new member information and the labels for every issue.

Finally thanks to all who have prepared articles and reviews. These contributions are essential to a quality *Bulletin*, and all members are encouraged to send ideas and suggestions for future issues.

Respectfully submitted,

Cathy Moulder
ACMLA *Bulletin* Editor
May 1, 2002