



Report on Historical Facsimile Map Sales, January – December 2013

2013

Total Transactions	17
Total Maps Sold	841
Total Sales (including fees charged for postage)	\$4,102.50
Total Money Collected	\$4,102.50
Bad Debts (unpaid invoices)	\$0.00
Postage Charged	\$121.50
Actual Cost of Postage	\$64.38

2012

Total Transactions	15
Total Maps Sold	168
Total Sales (including fees charged for postage)	\$1,096.25
Total Money Collected	\$1,096.25
Bad Debts (unpaid invoices)	\$0.00
Postage Charged	\$136.25
Actual Cost of Postage	\$172.19

2013 was a very unusual year for facsimile sales as some significant events took place that make the figures in the above tables stand out in sharp contrast. First, it is extremely important to note that although our sales seem to have increased by 400% over the previous year, this was strictly the result of one, very large purchase by Brad Green at *World of Maps*. The purchase was in response to the possibility that the ACMLA would be discontinuing its regular series map sales program due to drastically declining sales over the past number of years. This large purchase offered the ACMLA an opportunity to reduce its stock substantially while, in turn, provided Brad Green with a sizeable discount for buying in such bulk. The 802 maps sold to Brad Green therefore represent approximately 90% of our income in 2013. If we exclude sales to World of maps we, in fact, only sold 39 maps amounting to a mere \$427.50 in sales. At the time of writing this report, I have only sold 3 maps in the period of January to May, 2014.

The second event to have had an impact on revenue, albeit a minor one, was the closing of McMaster University campus post office in June of 2013, necessitating trips off campus to ship orders out. Fortunately, McMaster Library has temporarily stepped in and allowed me to place ACMLA orders in their out-going mail free-of-charge. This is in addition to their longstanding practice of supplying me with mailing tubes at no cost. As a result, this has had the effect of showing a false profit in the area of postage fees for the first time in years, solely because I have continued to charge the standard fee on all orders placed. This practice, however, is not sustainable and neither is the space allocated to store the regular series stock at McMaster University. I believe the ACMLA executive need to look into the viability of maintaining the sales program for historical facsimile maps in the regular series.

Report submitted by:
Gord Beck, Distributor
ACMLA Historical Facsimile Map Series
Lloyd Reeds Map Collection
McMaster University
May 21, 2014