

Newsletter Coordinator Report

AWSC April 6, 2013

Due to more online subscriptions, we will soon be sending out less than 200 hard copies of *Northern Hi Lights (NHL)*, which will make it ineligible for the bulk mailing rate. The result is that postage will be going from \$.17 to at least \$.46 per issue, and possibly \$.66 if the weight is over 1 ounce.

We have a few options:

- A. We can try to keep *NHL* to 10 pages an issue to stay under 1 ounce weight. (One way to do this might be to list area flyer information, but only attach the flyers to the web version of *NHL*.)
- B. Attached are some printing options that Connie D. and I investigated that might decrease the cost of printing and mailing hard copies, but it might also mean that we have to label and mail the newsletters by hand.
- C. If we had up to date mailing information, George S. (Group Records) thinks we might only need to send out 50 hard copies.

We will be looking at the *NHL* in more depth at the Spring Assembly during a Knowledge Based Decision Making (KBDM) workshop. **This is an opportunity to think about what would make your newsletter more relevant and useful to you. Here are some thoughts to consider:**

- A. Having a page with bulleted news items from all Coordinators and Officers separate from personal sharings and other information to make it easier for GRs to find and share important information with their groups.
- B. Currently we print 10 issues a year. Should we print 6 or another number?
- C. Should we have alternate issues where we include personal sharings versus just the news?
- D. Is the best way to cover the cost of publishing through subscriptions, or should online subscriptions be free?
- E. Is there a better way to present the layout of the newsletter to make it more readable or inviting?

Gwenne R.

2012 NHL Invoices:

J/F	2/15/12	#30121	\$238.25 + 41.00 postage = \$279.25 (251 copies)
Mar	2/24/12	#30208	\$214.80 + 42.49 postage = \$284.29 (260)
April	3/29/12	#30345	\$300.86 + 39.53 postage = \$340.39 (242)
May	4/27/12	#30586	\$296.25 + 38.70 postage = \$334.95 (237)
June	6/4/12	#30838	\$282.50 + 36.96 postage = \$319.46 (226)
J/A	7/10/12	#31063	\$272.50 + 35.67 postage = \$308.17 (218)
Sept	9/5/12	#31313	\$279.64 + 36.21 postage = \$315.85 (208)
Oct	10/1/12	#31475	\$279.43 + 34.87 postage = \$314.30 (206)
Nov	11/16/12	#31807	\$286.01 + 35.54 postage = \$321.55 (210)
Dec	12/4/12	#31913	\$286.01 + 35.98 postage = \$321.99 (210)

2012 Totals \$2736.25 + 376.95 bulk rate postage = \$3140.20

2013 NHL Invoices YTD:

J/F	1/17/13	#32225	\$279.58 + 34.70 postage = \$314.28 (205 copies)
Mar	3/6/13	#32484	\$284.41 + 36.11 postage = \$320.52 (207)
April	3/27/13	#32573	\$251.14 + 36.46 postage = \$287.60 (208)

(Note: Below 200 copies no longer qualifies for bulk rate. Postage would go to \$.46 per issue for 6 double-sided pages (approx. 1 ounce) or \$.66 per issue over 1 ounce. For example: 210 issues would cost \$96.60 instead of \$35.98, more than double. This would add approx. \$376.95 to 2012 total cost.)

NHL Printing Options

210 copies
6, double-sided pages
B & W

1. THE MAILBOX (current printer)

Printing	\$286.01	
Plus Non Bulk Rate Postage (\$.46 each for 1 ounce or less X 210 copies)**	96.60	
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Total Cost Per Issue		\$382.61

2. PRINTING PLUS

Printing:	\$211.00	
Plus Postage	96.60	
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Total cost per issue		\$307.60

3. BEST VALUE COPY.COM

Printing	\$ 65.10	
plus shipping*	25.30	
Plus Postage:	96.60	
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Total cost per issue		\$187.00

*(Direct mail is an option. Will get quote)

***Note: 6 double sided pages weighs approx. an ounce. If we go to more pages as we sometimes do, it will be over an ounce and cost will be \$.66 each. Also, we cannot staple the corner as it will get caught in the machine. One option is to use an envelope, but this will make it weigh over 1 ounce.*

