

Maine Track Club

P.O. Box 8008, Portland, Maine 04104

...Run with a friend...

To: Phil Pierce

From: Fred Beck

Date: January 12, 1987

Subject: Newsletter cost and other newsletter topics

Copies: Officers and committee chairpersons

We now have a fair idea of how much the newsletter will cost for each issue. Our mailing cost is 8 1/2 cents per piece, which is the non-profit bulk rate. There were 434 newsletters mailed out for the January issue. The February issue will probably be larger due to new members and the fact that we will not have ceased sending newsletters to old members who do not renew. The March newsletter should probably be the first newsletter sent only to paid-up members. That issue will undoubtedly be under 400. At present there are 376 paid-up members. The other 58 newsletters go as complimentary copies to a variety of recipients. That recipient list should be reviewed soon to determine which are deserving.

The printing cost for 12 pages (ie. the Dec. and Jan. newsletters) is \$ 260.26. Any inserts would be extra. The renewal application (one page) cost \$17.01. I would recommend that any inserts or other printing be done at Print Quick in Yarmouth. They appear to be much less expensive than the in-town print shops. For example, Cheryl's questionnaire of 5 pages cost \$ 134.75 at Kinko's, whereas Print Quick would have charged about \$85.00. I believe that as a non-profit organization, we may be exempt from paying sales tax. That would reduce our printing costs even further. Rick, do we have a sales tax exeption certificate? If not, we should apply for one.

So, to make a long story short the basic issue cost of the newsletter will be as follows:

Printing	\$ 260.26
Mailing	37.00

Total	<u>\$ 297.26</u>
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Plus annual postage fee for bulk mailing - \$50.00

Plus inserts at \$17.00 per page.

I feel that we can keep the newsletter to 12 pages and still have an interesting and informative publication. Thus, our budget "request" for the year is \$ 3650.00. This will provide 12 issues of 12 pages each. Costs of inserts should be borne by the budgets of those committees who wish to include an insert.

The question of advertising should be discussed in light of the anticipated costs and available funds. There is at least one group who would like to advertise and there are probably other members who would be willing to buy space. With the years's newsletter costs a known amount, it is appropriate to resolve the advertising issue soon.

Following is the year's schedule for deadlines of items for inclusion in the newsletter. Contributions to the newsletter should be in Deb Hewson's or my hands by at least the day before the newsletter goes to the printer. Inserts from committees or officers must be available by "staple day". Our goal is to have the newsletter in the mail on or about the first of each month so that the members will receive it in time for the membership meeting.

<u>Newsletter</u>	<u>Goes to Printer</u>	<u>Staple Day</u>
February	Jan. 27	Feb.1
March	Feb. 24	Mar.1
April	Mar.24	Mar.30
May	April 21	April 30
June	May 27	June 1
July	June 23	June 30
August	July 28	August 2
September	August 25	August 30
October	September 24	October 1
November	October 27	Nov. 1
December	November 25	Nov. 30

For the newsletter to be a success it is important that the editor doesn't end up doing all the typing and finally resigning since his business is suffering, not to mention family and time on the roads. The race results are the most time consuming thing to type and I would like to request that the club find a volunteer typist to help with the results or perhaps even pay a typist to do the work. If it is possible, the results should be typed in columns 4 1/2 inches wide. This will conform to the other contributions to the newsletter (excepting the upcoming races and the new member lists). Don Penta should be in charge of arranging to have typed race result copy available by at least the day before the newsletter goes to the printer. Deb Hewson and I do the paste up work the day prior to going to the printer.

Finally, I want to thank those who have contributed columns and articles to the newsletter so far. I urge all committee members and officers to contribute a few words each month concerning those activities of the club they are involved with. In other words, this newsletter needs more "reporters". Even a call to give me a few words for inclusion would be better than no comment at all. And, if you know of anyone who might have an interesting story to tell that would be of interest to the members, urge them to write it up.