

Advertising and Publicity Manager Report

A. — *Advertising Report (January-April, 1974) — Journal of Sport History*

1. Development of Advertising Rate Card
 - (a) Advertising rates were set at:
 - Full page — \$100
 - Half page — \$ 65
 - Back cover — \$135
 - Inside back cover — \$120
 - (b) A 10-20% discount was offered for advertising in two consecutive issues.
2. Brochure concerning the *Journal* and Advertising Rate Card was sent to forty-three selected publishers who had books in print pertaining to sport history. This was done in late January and will obviously be more inclusive for future issues of the *Journal*.
3. Some advertisements were secured for the first issue:
 - (a) LSU Press — half page
 - (b) Addison-Wesley — full page
 - (c) *Journal of Sport History* — half page
4. Many publishers requested to *see* copies of the *Journal* to determine content, style, etc., before securing advertising space.
5. *Questions for NASSH Council's Consideration:*
 - (a) Should the "rate card" be altered in any way? Are the prices satisfactory? Do we want to keep the back and inside of the back cover open for possible advertisements?
 - (b) Do we want to make our subscription list available for sale to publishers or other interested firms? (Addison-Wesley already has offered to purchase this.)
 - (c) Should we solicit advertisements from colleges and universities offering special or graduate work in the area of sport history?
 - (d) What about reciprocal advertisements with other professional journals?
 - (e) Should we use the services of one of the national advertising agencies?
 - (f) Should we give any kind of discount to publishers if their book has been reviewed in the *Journal*?
 - (g) Should we limit our advertisements only to scholarly items or should we accept ads for products and merchandise?

B. — *Publicity Report (January-April, 1974) — NASSH*

1. Announcements for the *Journal of Sport History*, membership applications, and order forms for the 1973 *Proceedings* were mailed to two hundred and fifty-nine major public libraries in the United States and Canada.
2. A "Directory of Scholars Identifying with Sport History" was established in order to promote communications and interest in the field of sport history. A report including all of the collected data will be available in the near future to all NASSH members.
3. Conference announcements were sent to three professional journals to be included in

their “conference section.”

4. *Questions for NASSH Council’s consideration:*
 - (a) Should publicity for NASSH be handled by this office or just material related to the Journal?
 - (b) Is the present Secretary-Treasurer of NASSH also the publicity representative of NASSH? Should this be altered?

Respectfully submitted,
Jack W. Berryman, *chairman*