

Re: Budget increase
By: Daniela Tuninetti, Newsletter Editor
BoG meeting, Nice, FR, June 24, 2007

Over the past two years, the cost of the IT newsletter has been \$22,000/year on average, of which approximately 1/3 is for composition (“Full Service Newsletter”, i.e., Design, Layout, Composition, Printing, Label & Mailing Coordination) and 2/3 for printing & mailing. The 2007 budget is expected to be in line with the figures above.

For 2008, I would like to request also the “Web Service Newsletters” (i.e., conversions of print or non-print version of Newsletter to HTML and/or PDF for dissemination via the World Wide Web) whose cost has been so far of \$525/issue. Assuming the same rate for 2008, this new web service will cost an additional \$2,100/year.

NEWSLETTERS

I. NEWSLETTER RATES:	2005	2006	2007
A. Basic Page Rate (input and layout)	\$62.00/pg	\$65.00/pg	\$65.00/pg

Description

Input manuscript from supplied disks into desktop publishing system, set text headlines and captions if necessary in the approved newsletter typefaces and formats; layout pages in accordance with established newsletter design and layout style; electronically scan and size black & white photo's, graphics and line charts and incorporate with text; send preliminary dummy of final assembled newsletter pages to the society volunteer editor for final approval; make requested changes and arrange for final film output for printer.

B. Scan, size & place photo/line art in electronic page			
1. B&W Line art (incl. Type replacement) -- scanned	\$19.50/ea	\$19.50/ea	\$19.50/ea
2. B&W Electronic Line Art files (incl. Type Replacement)	\$19.50/ea	\$19.50/ea	\$19.50/ea
3. B&W Photos -- scanned	\$8.25/ea	\$8.25/ea	\$8.25/ea
4. B&W Electronic Photo files	\$8.25/ea	\$8.25/ea	\$8.25/ea
5. 4C scan (4x5) including proof	\$35.00/ea	\$35.00/ea	\$35.00/ea

Description

Review the quality of all charts, diagrams, and photographs, enhancing as necessary.

C. Use of color per page	\$37.50/pg	\$39.50/pg	\$40.00/pg
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Description

Adding or changing colors in charts, graphs, tables, artwork, headlines, callouts, and sidebars.

D. Conversion of print product to Web product			
1. PDF or HTML	\$525/iss	\$525/iss	\$525/iss
2. PDF and HTML	\$840/iss	\$840/iss	\$840/iss
E. Final label & printer coordination only	\$525/iss	\$525/iss	\$525/iss

Description

Process and order mailing labels from IEEE data processing department; prepare print order (number of copies to print) for printer, including any copies desired by society, and prepare labels if necessary; check and review printer "blue-lines" and coordinate final printing, mailing and shipping of newsletter.

F. Label coordination only	NA	NA	NA
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Description

Process order for issue labels and forward to printer or society.

G. Label coordination and comp list maintenance	NA	NA	NA
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Description

Process orders for issue labels and forward to printer or society, with print order instructions and comp list updates.

**2008 IEEE S/C BUDGET
FOR THE PERIOD ENDING DECEMBER 31, 2008**

BUSINESS UNIT - 0120 INFORMATION THEORY SOCIETY - DIVISION X
COST CENTER - 01500 NEWSLETTERS

	ACCOUNT NUMBER	PRIOR YEAR ACTUALS						2007 BUDGET	2008 BUDGET
		2001 ACTUALS	2002 ACTUALS	2003 ACTUALS	2004 ACTUALS	2005 ACTUALS	2006 ACTUALS		
Airfreight Chgs Billed to Members	3251000000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous Revenue Other	3869900000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Income		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2nd Class - Edit US	4201500000	2.4	2.2	1.8	2.4	1.5	1.6	1.6	1.6
2nd Class - Edit Non US	4202500000	8.3	8.5	5.5	5.1	3.1	4.6	3.3	4.9
Composition	4521500000	10.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Press Work - Print	4581000000	9.5	10.4	8.1	10.4	7.2	8.1	7.5	8.4
Mailing - Prt Ed	4583000000	1.7	1.6	1.5	1.8	1.2	1.6	1.2	1.7
Miscellaneous Expense	4999000000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pursvc-Composition	5020000000	0.0	8.9	8.5	5.7	6.0	7.3	7.4	10.4
Total Expense		32.2	31.6	25.5	25.4	19.0	23.2	21.0	26.9
Total Net		(32.2)	(31.6)	(25.5)	(25.4)	(19.0)	(23.2)	(21.0)	(26.9)