

Proposal to change THN format and publication frequency

Marty Folsom
Tar Heel News Editor

Instead of the 11.25 x 13.5 eight-page news-print tabloid format (1,215 sq. in.), do 8.5 x 11 twelve page 24-standard white newsletter format, folded, gathered, stapled (1,122 sq. in.)

Printing for current format is approx. \$408 per 2,700 issues.
Printing for new format would be \$478 per 2,700 issues.

Do three issues per year under non-profit rate, instead of four under periodical rate.
Postage may cost a bit more due to heavier weight of new format, but cutting out an entire issue will save a approx. \$200 on printing.

Doing three issues a year instead of four would save approx. \$175 on mailing service fees.

Postage currently runs in the neighborhood of \$350-\$375 per mailing. Cost of mailing the new format could increase per mailing due to extra weight, but we could still reasonably expect to receive a net savings on this item, as well. We won't know how much until we try.

Pen Strokes honorarium for setting up the newsletter is currently \$50 per page (total 8) plus scans. This would change to \$37.50 per page (total 12) plus scans, an increase of \$50 per issue – the new format will take longer to layout. This amount does not reflect actual time.

Net savings for the new format published three times a year could average from \$500 to \$600 per year, depending on postage costs, and provide the smaller format desired for easy web downloading. To achieve these prices, we must print a 6-issue/2-year supply of “shells” – that is – the outside sheet with teal ink – at one printing. Cost is approx. \$828 plus tax. We would then print black ink only when each issue is published, at a cost of \$340 plus tax. The first supply of shells would provide the Fall 2005 issues, three 2006 issues, and two 2007 issues. Budget would need to be adjusted every other year to allow for printing the shells.

If approved, new format could start with the Fall 2006 issue. Publication times would most likely be early February, early September, and early June. Also, these numbers are based on one exploratory quote. I will check with other printers to see if they can beat this pricing.

An additional savings would be realized in mileage, because I would no longer need to drive to Lenoir to pick up the paper – would be working with a printer in Charlotte, Concord or Statesville. Mileage would be net – what I drive over and above of my normal routine.