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.
I. NEWSLETTER RATES:

A. Basic Page Rate (input and layout)  
   2005: $62.00/pg  
   2006: $65.00/pg  
   2007: $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  
      2005: $19.50/ea  
      2006: $19.50/ea  
      2007: $19.50/ea
   2. B&W Electronic Line Art files (incl. Type Replacement)  
      2005: $19.50/ea  
      2006: $19.50/ea  
      2007: $19.50/ea
   3. B&W Photos -- scanned  
      2005: $8.25/ea  
      2006: $8.25/ea  
      2007: $8.25/ea
   4. B&W Electronic Photo files  
      2005: $8.25/ea  
      2006: $8.25/ea  
      2007: $8.25/ea
   5. 4C scan (4x5) including proof  
      2005: $35.00/ea  
      2006: $35.00/ea  
      2007: $35.00/ea

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

C. Use of color per page  
   2005: $37.50/pg  
   2006: $39.50/pg  
   2007: $40.00/pg

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  
      2005: $525/iss  
      2006: $525/iss  
      2007: $525/iss
   2. PDF and HTML  
      2005: $840/iss  
      2006: $840/iss  
      2007: $840/iss

E. Final label & printer coordination only  
   2005: $525/iss  
   2006: $525/iss  
   2007: $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  
   2005: NA  
   2006: NA  
   2007: NA

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

G. Label coordination and comp list maintenance  
   2005: NA  
   2006: NA  
   2007: NA

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

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