



## PUBLISHER'S NOTE

“ You may have noticed that we have been including some of our more interesting articles in the Online Articles section of our website for the past couple of years. We do this only after our members have had a chance to read them first. We have well over 150 articles on our Articles page now.

I was not really paying attention to how often these articles were being read but after reviewing the metrics, I was surprised to discover that our Online Articles have been read 1,138 times in August alone. I thought that was an amazing statistic. Many people come to our website to read our online articles and are brought there because of Google searches as well as our extensive social media posts.

Once I realized that, I discovered we had a great opportunity for our advertisers to get more exposure. Yes, our advertisers' Banner Ads float by at the top of each page on our website, but we felt that our advertisers should get more recognition as they are the ones that make this magazine possible. Subscriptions help of course, but our advertisers pay most of the bills as some of you probably realize.

This month our Webmaster was able to set up the online articles section of our website to include our advertisers in the right-side column and interweave our larger

## Online Articles

advertisers in the articles themselves. The one thing I wanted to avoid was to make the ads so intrusive they would take away from the enjoyment of reading the articles. I see this way too often on social media and other websites, and I don't know about you, but I find that very annoying. So, we have found a way to include our advertisers in our online articles in such a way that they are there but are not too distracting.

We are always looking for more advertisers to support BCM so we can offer our readers more interesting and informative content. If you are working with a company that would potentially be a good advertiser for BCM, send us their information and we will contact them. If they decide to advertise with us for at least six months, we will pay you a \$250 Bird Dog fee after they pay their first invoice, and we will extend your membership for an additional five years at no charge. If you send us a few advertisers, this could pay your bus fuel bill so you can travel more.

We want to be able to bring you more information, and we are doing everything in our effort to make that happen.

To view our online articles, click [HERE](#).

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**GARY HATT**

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### Website

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