

ASSOCIATION FOR SPINA BIFIDA AND HYDROCEPHALUS

Memorandum re LINK.

LINK has been published since 1966. as members will know. and the price has been unchanged at 5p. throughout this 9-year period. Circulation has risen, but so, of course, has the charge for printing the Journal owing to the increasing costs of paper and labour.

At one time Local Associations had a preferential rate for LINK. To keep the cost per copy from rising, this concession was withdrawn by common consent. LINK was sent post-free at one time, and again Local Associations agreed that they would be willing to meet the cost of postage. The situation is that LINK is again published at a loss.

Increased advertising could only be included at the cost of editorial space as investigation shows that a larger publication would be unlikely to be more economic owing to postal and other costs.

Three courses appear to be open to us :-

- (a) To continue at the current price on the basis that LINK is a service, the National Association paying the shortfall.
- (b) To raise the price to a new figure of, say, 7p per copy.
- (c) To surcharge Local Associations say £2 per annum, which would share the loss so that it is fairly painless.

This matter will be discussed at the Council, and we shall be glad if Representatives will come prepared to express opinions and take a decision.