

# ***New Format, More Pages***

This Basketball Annual comes to you in a different format and without the familiar STRAT FAN blue on each page.

Soaring printing costs have forced us to go this route, just to keep the Basketball Annual alive.

In the last year, the cost of paper has increased by more than 40 percent (with another huge increase expected next year) and postage has increased by 10 percent.

Forced to raise our price for all STRAT FAN publications, we have seen a predictable decline in the orders for the basketball, football and hockey annuals. But as our costs have continued to rise, now the printing/ mailing cost-per-item is too high for even the new, higher price to support.

Rather than raise our price again and discourage more readers, we are trying something else: Save costs on printing and provide more pages to read.

Based on conversations we have initiated with a variety of gamers, we think this is the correct and more popular option.

The benefit to you is immediate. Instead of the 16-page publication we promised, this annual is 20 pages, four more than last year.

In turn, we hope you find the quality of the information to be better than ever and that your enthusiasm will be shared with others. We hope that more pages will bring more readers, and help keep all of our costs low.

— Glenn Guzzo  
Editor & Publisher