

An Announcement

Beginning with the next issue, the price of *The Drama Review* will go up. It is a decision that was made very reluctantly; we had little choice. We are not concerned with making a profit. We want to continue publishing.

The situation is quite clear. Since coming to New York University, *The Drama Review* has always shown an operating deficit: the total deficit when the current editorship took over was more than \$100,000, and this did not include space rental and other services provided by the university. Since NYU, like many other schools in the country, is having financial problems, it is imperative that *TDR* balance its budget.

The new editorship has already made substantial savings while, we feel, improving the quality of the publication. Yet without a rise in price, we could not expect to escape another high deficit. The increase in price will not be large: from \$2 to \$2.50 in bookstores and on newsstands for current issues. The subscription rate will rise to \$7.50 a year from \$6. The two-year subscription rate will be \$13, a saving of \$2. Back issues will sell for \$3 a copy, with special reductions for bulk orders. In addition, advertising rates will be increased 15 percent across-the-board.

A subscriber will still be paying less than \$2 an issue for an illustrated review that contains more material than many paperback books. We think *TDR* is well worth the slightly higher price. We hope you agree.

The Editors