Promotional Report

July 31, 2012

	Promotional Efforts	*# of Impressions/ Number of Clicks*	*Flyer or Brochure*	*# of Flyers/ Brochures*	*Print Letters/Rental/ Packet Insert/Delivery/ Display Fees*	*Fees: Print Flyers & Brochures/ Online Advertising*	*Date Mailed/ Online Advertising Period*	*Postage Paid*	*Members Received*	*Dues Revenue Generated*	*Net*
1	Flyer at professional meeting - meeting not specified								5	$180.00	$180.00
2	UC Press promotional efforts, brochures		Brochure - Green	200		$57.60	2/1/2012	$11.59	0	$0.00	-$69.19
4	Current Members - Unspecified Promotion Period								89	$4,255.00	$4,255.00
5	Professor During Class - Unspecified Promotion Period								41	$1,450.00	$1,450.00
6	Social Problems								38	$1,350.00	$1,350.00
7	Annual Meeting								30	$1,410.00	$1,410.00
8	Wiley - online advertisement	5024 impressions/ 3 click-through				$375.00	2/1/2012 - 2/29/2012		8	$435.00	$60.00
9	List-Serv								11	$450.00	$450.00
10	SWS List-Serv (May 30)								0	$0.00	$0.00
11	Other								60	$2,870.00	$2,870.00
	Total			**200**		**$432.60**		**$11.59**	**282**	**$12,400.00**	**$11,955.81**
	Target E-mail Blasts	***Date Sent***	***Webpage***		***Number of Opens (Constant Contact)***	***Number of New Direct Traffic Hits (Google)***	***Cumulative Number of Hits, Direct Traffic (Unique Visitors)***	***Webpage Set-up Charges***	***Cumulative Members Received***	***Dues Revenue Generated***	***Net***
1	Graduate Student Promotion - sent to 249 Graduate Program Chairpersons	1/9/2012	http://www.sssp1.org/gradpromo/		82, 31 click-through	*not tracking*	na	$0.00	0	$0.00	$0.00
2	Graduate Student Promotion - sent to 607 SSSP Graduate Students	1/17/2012	http://www.sssp1.org/gradpromo/		203 opens, 19 click-through	*these promos*	221	$90.00	48	$1,590.00	$1,500.00
3	Create Social Justice Promotion - sent to 989 SSSP Members (no students)	1/17/2012	http://www.sssp1.org/MembershipPromo		259 opens, 8 click-through	*past 2/29*	51	$90.00	56	$2,145.00	$2,055.00
	Total						**272**	**$180.00**	**104**	**$3,735.00**	**$3,555.00**
	2012 Promotion Summary	***Total***									
	Total Expenses	$624.19									
	Total Members Received	386									
	Total Dues Revenue Generated	$16,135.00									
	Promotion Revenue Generated	**$15,510.81**									