

Promotional Report

June 30, 2013

<i>Promotional Efforts</i>											
					<i># of Brochures</i>	<i>Brochure/ Advertisement/ Design Fees</i>	<i>Date Mailed/ Posted</i>	<i>Postage Paid</i>	<i>Members Received</i>	<i>Dues Revenue Generated</i>	<i>Net</i>
1	UC Press Promotional Efforts, Brochures				200	\$0	2/12/2013	\$26.80	0	\$ -	\$ (26.80)
2	Current Member - Unspecified Promotion Period								85	\$ 4,260.00	\$ 4,260.00
3	Professor or During a Class - Unspecified Promotion Period								51	\$ 1,735.00	\$ 1,735.00
4	Social Problems								30	\$ 1,240.00	\$ 1,240.00
5	Annual Meeting								45	\$ 2,720.00	\$ 2,720.00
6	Contexts - online advertisement (run date: 2/15-3/22)					\$700			2	\$ 75.00	\$ (625.00)
7	JSTOR - online advertisement								4	\$ 195.00	\$ 195.00
8	List-serv announcement								16	\$ 540.00	\$ 540.00
9	Flyer/Professional Meeting								4	\$ 120.00	\$ 120.00
10	Websearch								23	\$ 900.00	\$ 900.00
11	Other								55	\$ 3,055.00	\$ 3,055.00
	Total				200	\$700.00		\$26.80	315	\$14,840.00	\$14,113.20
<i>Target E-mail Blasts</i>											
		<i>Date Sent</i>	<i>Webpage</i>		<i>Number of Opens (Constant Contact)</i>	<i>Number of New Direct Traffic Hits (Google)</i>	<i>Cumulative Number of Hits, Direct Traffic (Unique Visitors)</i>	<i>Webpage Design Fees</i>	<i>Cumulative Members Received</i>	<i>Dues Revenue Generated</i>	<i>Net</i>
1	Graduate Student Promotion - sent to 253 Directors of Graduate Studies	1/15/2013	http://www.sssp1.org/gradpromo/		through	not tracking	na	\$0.00	0	\$0.00	\$0.00
2	Graduate Students Promotion - sent to 623 [2012+ students]	1/15/2013	http://www.sssp1.org/gradpromo/		243 opens, 22 click-through	these promos	189	\$180.00	49	\$1,530.00	\$1,350.00
3	Help Keep the SSSP Vital: Recruit a New Member Today! - sent to 997 [2012+ members (MINUS STUDENTS)]	1/15/2013	http://www.sssp1.org/MembershipProm		224 opens, 7 click-through	past 2/28	18	\$180.00	63	\$2,430.00	\$2,250.00
	Total						207	\$360.00	112	\$3,960.00	\$3,600.00
<i>2013 Promotion Summary</i>											
	Total Expenses									\$1,086.80	
	Total Members Received								427		
	Total Dues Revenue Generated									\$18,800.00	
	Promotion Revenue Generated									\$17,713.20	