

## Promotional Report

July 31, 2014

<b>Promotional Efforts</b>										
						<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							2	\$ 280.00	\$ 280.00
2	Current Member - Unspecified Promotion Period							84	\$ 4,455.00	\$ 4,455.00
3	Professor or During a Class - Unspecified Promotion Period							44	\$ 1,410.00	\$ 1,410.00
4	Social Problems							54	\$ 2,960.00	\$ 2,960.00
5	Annual Meeting							35	\$ 2,335.00	\$ 2,335.00
6	Contexts - online advertisement							2	\$ 75.00	\$ 75.00
7	JSTOR - online advertisement							2	\$ 75.00	\$ 75.00
8	List-serv announcement							25	\$ 1,045.00	\$ 1,045.00
9	Flyer/Professional Meeting							1	\$ 45.00	\$ 45.00
10	Websearch							22	\$ 750.00	\$ 750.00
11	Other							68	\$ 3,030.00	\$ 3,030.00
	<b>Total</b>							<b>\$0.00</b>	<b>339</b>	<b>\$16,460.00</b>
<b>Target E-mail Blasts</b>										
	<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 232 Directors of Graduate Studies	1/10/2014	<a href="http://www.sssp1.org/gradpromo/">http://www.sssp1.org/gradpromo/</a>	120, 52 click-through	not tracking	na	\$0.00	0	\$0.00	\$0.00
2	Graduate Student Promotion - sent to 681 [2013+ students]	1/10/2014	<a href="http://www.sssp1.org/gradpromo/">http://www.sssp1.org/gradpromo/</a>	326 opens, 20 click-through	these promos	293	\$45.00	45	\$1,435.00	\$1,390.00
3	Help Keep the SSSP Vital: Recruit a New Member Today! - sent to 1080 [2013+ members (MINUS STUDENTS)]	1/10/2014	<a href="http://www.sssp1.org/MembershipProm">http://www.sssp1.org/MembershipProm</a>	291 opens, 8 click-through	past 2/28	32	\$45.00	63	\$2,285.00	\$2,240.00
	<b>Total</b>					<b>325</b>	<b>\$90.00</b>	<b>108</b>	<b>\$3,720.00</b>	<b>\$3,630.00</b>
<b>2014 Promotion Summary</b>		<b>Total</b>								
	Total Expenses	\$90.00								
	Total Members Received	447								
	Total Dues Revenue Generated	\$20,180.00								
	<b>Promotion Revenue Generated</b>	<b>\$20,090.00</b>								