### Promotional Report

**July 31, 2014**

<table>
<thead>
<tr>
<th>Promotional Efforts</th>
<th>Date Mailed/Posted</th>
<th>Postage Paid</th>
<th>Members Received</th>
<th>Dues Revenue Generated</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC Press Promotional Efforts, Brochures</td>
<td></td>
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<tr>
<td>Current Member - Unspecified Promotion Period</td>
<td>5/28</td>
<td>$280.00</td>
<td>$280.00</td>
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<tr>
<td>Professor or During a Class - Unspecified Promotion Period</td>
<td>5/28</td>
<td>$4,455.00</td>
<td>$4,455.00</td>
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<tr>
<td>Social Problems</td>
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<tr>
<td>Annual Meeting</td>
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<td>Contexts - online advertisement</td>
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<td>JSTOR - online advertisement</td>
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<td>List-serv announcement</td>
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<td>Flyer/Professional Meeting</td>
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<tr>
<td>Websearch</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Total</strong></td>
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<td>$0.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target E-mail Blasts</th>
<th>Date Sent</th>
<th>Webpage</th>
<th>Number of Opens (Constant Contact)</th>
<th>Number of New Direct Traffic Hits (Google)</th>
<th>Webpage Design Fees</th>
<th>Cumulative Number of Hits, Direct Traffic (Unique Visitors)</th>
<th>Cumulative Members Received</th>
<th>Dues Revenue Generated</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Student Promotion - sent to 232 Directors of Graduate Studies</td>
<td>1/10/2014</td>
<td><a href="http://www.sssp1.org/gradpromo/">http://www.sssp1.org/gradpromo/</a></td>
<td>120, 52 click-through</td>
<td>not tracking</td>
<td>00</td>
<td>120, 52</td>
<td>045.00</td>
<td>45</td>
<td>$1,435.00 $1,390.00</td>
</tr>
<tr>
<td>Graduate Student Promotion - sent to 681 [2013+ students]</td>
<td>1/10/2014</td>
<td><a href="http://www.sssp1.org/gradpromo/">http://www.sssp1.org/gradpromo/</a></td>
<td>126 opens, 20 click-through</td>
<td>these promos</td>
<td>293</td>
<td>126 opens, 20 click-through</td>
<td>45 $1,435.00</td>
<td>45</td>
<td>$1,390.00</td>
</tr>
<tr>
<td>Help Keep the SSSP Vital: Recruit a New Member Today! - sent to 1080 [2013+ members (MINUS STUDENTS)]</td>
<td>1/10/2014</td>
<td><a href="http://www.sssp1.org/MembershipProm">http://www.sssp1.org/MembershipProm</a></td>
<td>291 opens, 8 click-through</td>
<td>past 2/28</td>
<td>32 $45.00</td>
<td>291 opens, 8 click-through</td>
<td>63 $2,285.00</td>
<td>63</td>
<td>$2,240.00</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
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<td></td>
<td>108</td>
<td>$3,720.00 $3,630.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2014 Promotion Summary</th>
<th>Total</th>
<th>Total</th>
<th>Total Dues Revenue Generated</th>
<th>Promotion Revenue Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenses</td>
<td>$90,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Members Received</td>
<td>444</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Dues Revenue Generated</td>
<td>$20,180.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion Revenue Generated</td>
<td>$20,090.00</td>
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</tbody>
</table>