



## ATTENDANCE & REVENUE

**9,904**

**TOTAL ATTENDANCE - 825 WEEK**

Projected attendance was 350/week or 4,550 total

**\$26,150**

**ACTUAL VENDOR REVENUE**

Vendor Revenue Budgeted: \$27,625

**\$11,300**

**ACTUAL SPONSORSHIP**

Sponsorship Budgeted: \$1,200

## WEBSITE

**28,469**

**PAGEVIEWS\***

Pageviews is the total number of pages viewed (\*1/1-9/17). Repeated views of a single page are counted.

**22,143**

**ACTIVE USERS**

Number of unique users who engaged with your site in a date-range (1/1-9/17)

**19,616**

**NEW USERS**

## SOCIAL MEDIA

**76**

**TOTAL POSTS**

**65,999**

**TOTAL REACH**

**3,670**

**TOTAL ENGAGEMENTS**

**15**

**VENDOR SPOTLIGHT REELS**

**35,138**

**TOTAL VENDOR SPOTLIGHT REELS VIEWS**

## PUBLIC RELATIONS

**44,337,486**

**TOTAL EARNED MEDIA IMPRESSIONS**

**\$363,202.97**

**TOTAL AD VALUE EQUIVALENCY**

**26**

**TOTAL AD PLACEMENTS**

## ADVERTISING

**1,450,200**

**TOTAL ADVERTISING IMPRESSIONS**

**\$0.98**

**EST. COST PER ACQUISITION**

**16,414**

**TOTAL CLICKS FROM DIGITAL ADS**

**\$0.23**

**AVERAGE COST PER CLICK**

(\$1.72 is Facebook Industry Wide Standard)

### PRINT ADVERTISING

**Naperville Magazine (June-July)**

90,000 Circulation

**Naperville Neighborhood Association Newsletter Ads (June-September)**

34,070 Circulation

**Daily Herald DuPage Neighbor Front Page Ad (June-August)**

22,548 Circulation

**Positively Naperville (June)**

20,000 Circulation

**Daily Herald Naperville Residents Guide/Email**

56,430 Impressions

### DIGITAL ADVERTISING

**Facebook Ad Campaigns**

1,094,419 Impressions • 13,252 Clicks

**Facebook Event Campaign**

85,970 Impressions • 1,349 Responses

**Google Search Campaign**

4,326 Impressions • 533 Clicks

**Dedicated E-mail to**

**Tribune Network**

8,792 Opens • 1,280 Clicks

**Premiere Spot on KidList Farmers Market Guide**

9,800 pageviews

**KidList Homepage Ad**

**Next Door Naperville Campaign**

**NCTV17.org Article Pages Block Ads**

**The Branch Dedicated Email**

15,000 Impressions

**OTHER ADVERTISING**

**2,000 Handbills & 150 Posters**

Distributed to businesses in Naperville, Aurora & Lisle

**Summer Program Guides**

63,125 Mailed to residents