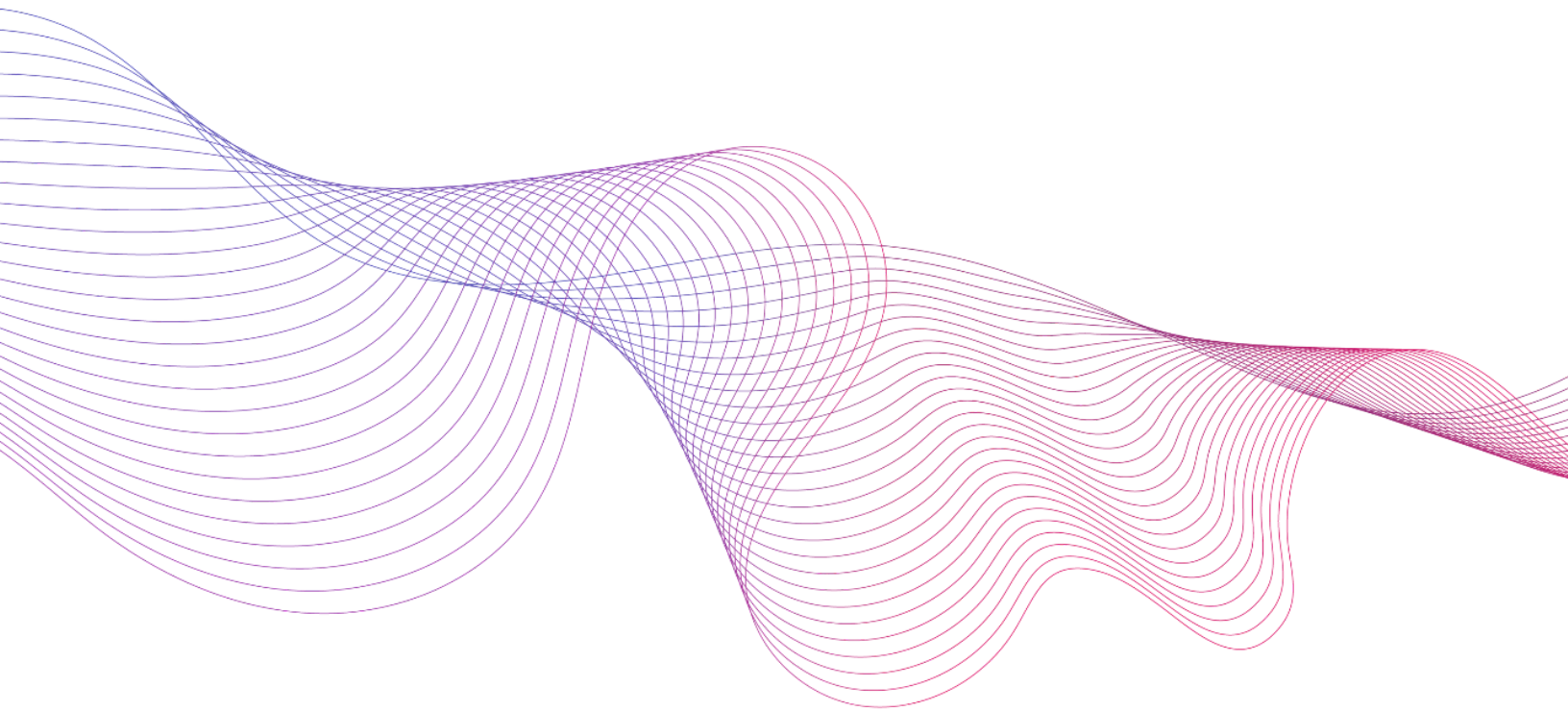




Freedom Forum Sales Report

AI Neuharth Free Spirit and Journalism Conference

Prepared on May 15, 2025





With a robust network of over 2,600 members, a digital reach exceeding 21,000 subscribers and 13,000 daily social media impressions, and a platform that drives visibility to over 37,000 monthly website visitors, JEA is a leading force shaping the future of journalism education.

Freedom Forum Advertising Deliverables

Campaign Links:

https://www.freedomforum.org/al-neuharth-free-spirit-and-journalism-conference/?utm_source=SNO&utm_medium=banner&utm_campaign=Free-Spirit&utm_id=Free+Spirit+2025

<https://www.freedomforum.org/al-neuharth-free-spirit-and-journalism-conference/>

JEA's Target Audience: media educators and journalism advisers ages 18-55.

Advertising Analytical Data

Cumulative Advertising Data

- Impressions - 377,489* (social media, website and email marketing)
- Clicks - 617

**This number does not account for print advertising.*

Print Advertising (C:JET)

- 1/8 Ad in Summer C:JET Issue (Summer 25) Print Number 2600, quantity mailed to members 2271 (US), quantity mailed to members ~65 (international, EBSCO and issue contributors)

Website Ad (8 months on JEA's website)

- October 2024 - May 2025
- Website Advertisement displayed in footer on every page of JEA website
- Website Total Traffic
 - Q4 2024 (9/1/2024 - 12/1/2024) - 138,439
 - Q1 2025 (1/1/2025 - 3/28/2025) - 111,516
 - Q2 2025 (3/28/2025 - 5/15/2025) - 59,637 thus far

Summer Workshop Directory

- Advertisement and blurb (listing) featured on summer workshop directory 2025 ([click here](#))

Email Marketing

- 6 FSC targeted emails JEA members or segmented by states
 - 01/07/2025 - targeted email 1 ([click here](#))
 - 7,160 sends, 2,988 opens (44%), 163 clicks (2%)
 - 01/22/2025 - targeted email 2 ([click here](#))
 - 4,948 sends, 1,829 opens (39%), 57 clicks (1%)
 - 01/31/2025 - targeted email 3 ([click here](#))
 - 7,111 sends, 2,898 opens (43%), 93 clicks (1%)
 - 02/12/2025 - targeted email 4 ([click here](#))
 - 4,910 sends, 2,036 opens (44%), 174 clicks (4%)
 - 02/25/2025 - targeted email 5 ([click here](#))
 - 103 sends, 54 opens (59%), 3 clicks (3%)
 - 03/07/2025 - targeted email 6 ([click here](#))
 - 103 sends, 50 opens (54%), 1 click (1%)
 - 03/19/2025 - targeted email 7 ([click here](#))
 - 7,064 sends, 2,685 opens (41%), 84 clicks (1%)

- 4 Ad spots on JEA member emails
 - 12/20/2024 - ([click here](#))
 - 2,317 sends 1,172 (55%) opens 6 clicks on your ad
 - 01/31/2024 - ([click here](#))
 - 7,122 sends, 2,765 (41%) opens, 3 clicks on your ad
 - 02/21/2025 - ([click here](#))
 - 2,307 sends, 1,067 (50%) opens, 2 clicks on your ad
 - 03/05/2025 - ([click here](#))
 - 2,305 sends, 1,189 (56%) opens, 4 clicks on your ad

- 2 ad spots on JEA non member newsletters
 - 02/07/2025 - ([click here](#))
 - 4,917 sends, 1,815 (39%) opens, 6 clicks on your ad
 - 03/19/2025 - ([click here](#))
 - 4,884 sends, 1,714 (37%) opens, 8 clicks on your ad

Social Media Marketing

- 24 Social Media posts or retweets on X/Twitter and IG (contracted)
- 35 Social Media posts in total
 - January 7: Social Media Post 1(X, IG, and FB)*
 - X - ([here](#)) 809 views, 2 reposts, 2 likes, 1 comment
 - IG - ([here](#)) 619 views, 18 likes, 2 shares, 1 comment
 - FB - ([here](#)) 5 likes, 2 shares, 1 click
 - January 14: Retweet/Repost 1 - postponed (Connor email on 01/14/2025)
 - January 22: Social Media Post 2 (X and IG)
 - X - ([here](#)) 616 views, 2 reposts, 1 like
 - IG - ([here](#)) 816 views, 31 likes, 2 shares
 - January 31: Retweet/Repost 2 - postponed (Connor email on 01/14/2025)
 - February 7: Retweet/Repost 3 - postponed (Connor email on 01/14/2025)
 - February 11: Social Media Post 3 (X, IG, and FB)
 - X - ([here](#)) 619 views, 1 repost, 3 likes
 - IG - ([here](#)) 1,415 views, 45 likes, 5 shares
 - FB - ([here](#)) 1,204 views, 9 likes, 4 shares, 2 clicks
 - ~~○ February 15: Retweet/Repost 1 - Canceled (Connor Email on 02/11/2025)~~
 - February 19: Retweet/Repost 1
 - FB - ([here](#)) 159 views, 1 like, 3 clicks
 - IG - (Post shared to IG story)
 - X - ([here](#)) 617 views, 2 reposts, 1 like
 - ~~○ February 22: Retweet/Repost 3 - Canceled (Connor Email on 02/11/2025)~~
 - February 28: Retweet/Repost 2
 - FB - ([here](#)) 164 views, 1 click
 - IG - (Post shared to IG story)
 - X - ([here](#)) 810 views, 2 reposts, 2 likes, 1 comment
 - March 5: Retweet/Repost 3
 - FB - ([here](#)) 143 views, 1 like
 - IG - (Post shared to IG story)
 - X - ([here](#)) 810 views, 5 reposts, 2 likes, 1 comment
 - March 7: Social Media Post 4 (X, IG, and FB)
 - FB - ([here](#)) 268 views, 5 likes
 - IG - ([here](#)) 1,097 views, 25 likes, 5 shares
 - X - ([here](#)) 94 views, 1 like
 - March 9: Retweet/Repost 4
 - FB - ([here](#)) 191 views, 1 like, 1 click
 - IG - (Post shared to IG story)

- X - ([here](#)) 581 views, 3 reposts, 2 likes
- March 11: Retweet/Repost 5
 - FB - ([here](#)) 437 views, 3 likes, 1 click
 - IG - ([here](#)) 923 views, 31 likes, 8 shares
 - X - ([here](#)) 562 views, 2 reposts, 1 like
- March 13: Retweet/Repost 6
 - IG - ([here](#)) 568 views, 13 likes, 1 share
- March 15: Social Media Post 5 (X and IG) - Scheduled
 - IG - ([here](#)) 655 views, 19 likes, 1 share
 - X - ([here](#)) 140 views, 1 like
- March 16: Retweet/Repost 7 - Scheduled
 - IG - ([here](#)) 1,283 views, 26 likes, 7 shares
 - X - ([here](#)) 128 views, 1 like, 1 bookmark
- March 18: Retweet/Repost 8
 - IG - ([here](#)) 2,049 views, 25 likes, 10 shares
 - X - ([here](#)) 27,500 views, 5 likes, 2 reposts, 1 bookmark
 - FB - ([here](#)) 434 views, 3 likes, 1 click
- 4 posts on JEA's Facebook (see above)

**Please note some URLs may be unavailable due to third party changes or posts being removed. As of 05/15/2025 all links work and go to the corresponding social media post, newsletter or website, respectively.*