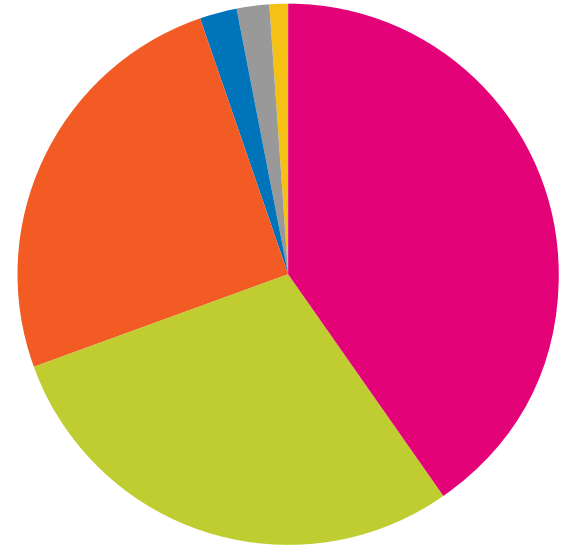


Digital Reach Report January 2014

155,347
impressions/reach



Facebook

JCCs OF NA - 12,073
JCC Maccabi Games - 34,176
JCC Maccabi ArtsFest - 1,897
JCC Maccabi Israel - 6,025
JWB - 443
Fantasy Football - 1,928

Twitter

JCCA - 419,920 potential
41,992 probable

YouTube

JCCA - 973

Issuu

JCCA - 1,672

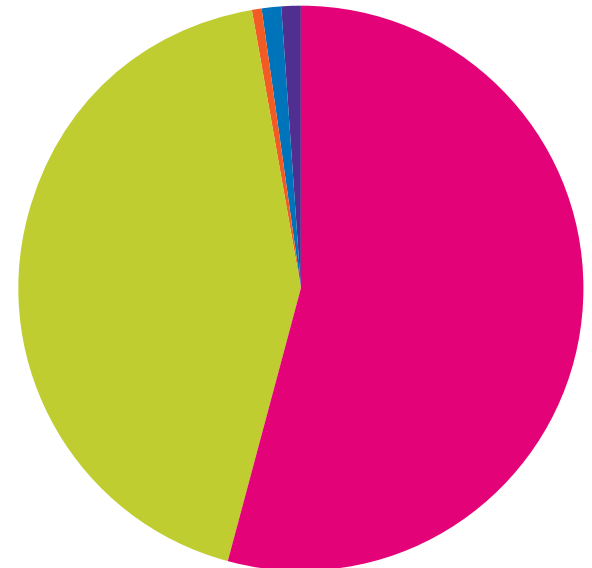
Email**

eNews - 546
D'Var Torah - 1,212
Leah's Message - 94
Biennial - 1,719**
PJ Library - 134
Press - 222
The Peek - not sent

Website

JCCA - 8,724
JMEX Sites - 5,031
JCCWorks - 26,206
DiscoverJCC - 7,836
Biennial - 1,587
JCCA.me - 1,367

17,100
engagements



Facebook

JCCs OF NA - 844
JCC Maccabi Games - 2,300
JCC Maccabi ArtsFest - 114
JCC Maccabi Israel - 237
JWB - 76
Fantasy Football - 28

Twitter

JCCA - 73

YouTube

JCCA - 4

Issuu

JCCA - 351

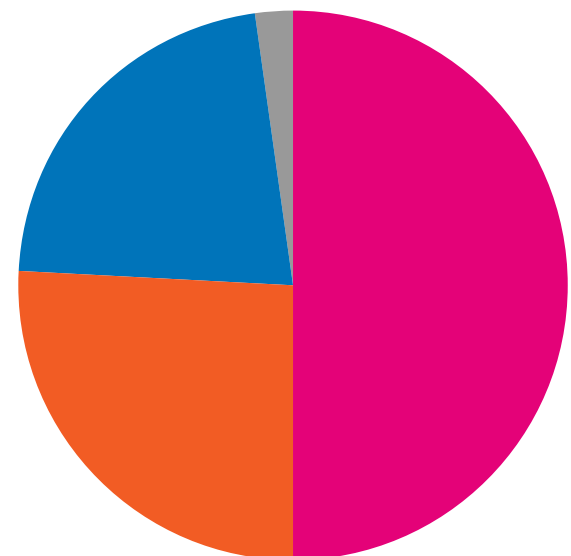
Email

eNews - 68
D'Var Torah - 5
Biennial - 64
Press - 11
PJ Library - 21
Leah's Message - n/a
The Peek - not sent

Website

JCCA - 1,665
JMEX sites - 1,484
JCCWorks - 7,264
DiscoverJCC* - 1,956
Biennial - 533
JCCA.me - 1,002

24,587
in our network



Facebook

JCCs OF NA - 603
JCC Maccabi Games - 7,650
JCC Maccabi ArtsFest - 490
JCC Maccabi Israel - 1,058
JWB - 1,987
Fantasy Football - 183

Twitter

JCCA - 6,338

LinkedIn

JCCA - 653

Email**

eNews - 1,634
D'Var Torah - 764
Leah's Message - 263
Biennial - 2,317 + listservs
PJ Library - 231
Press - 416 + listservs
The Peek - not sent

**** - Due to spam alert from Thanksgivikkuh eCard, Constant Contact lost 40,000 contacts on 12/3/13. Huge impact on email reach and network.**

Press Release and Biennial emails sent via additional listservs to ensure deliverability to stake holders