



# CITY PUBLICATIONS

## Nova Exteriors

### City Publications - Email Broadcast

#### Broadcast number 1 - December 21, 2010

Broadcast Quantity (Consumers & Business Executives)	Opens	Open Rate	Bounce Backs	Opt outs	Click-thrus	% Click-thrus*	Response Rate
100,000	7,818	7.82%	0	0	1,107	14.160%	1.107%
<b>Total:</b>							
100,000	7,818	7.82%	0	0	1,107	14.160%	1.107%

#### Subject Lines:

Act Now, 25% Off all Aristokraft Cabinets at Nova Exteriors

Act Now, Nova Exteriors Kitchen & Bath Special Blowout Event

Clicks by Link	
<a href="http://www.novaexteriors.com">http://www.novaexteriors.com</a>	765
<a href="http://www.novaexteriors.com/siding.html">http://www.novaexteriors.com/siding.html</a>	136
<a href="http://www.novaexteriors.com/roofing.html">http://www.novaexteriors.com/roofing.html</a>	50
<a href="http://www.novaexteriors.com/doors.html">http://www.novaexteriors.com/doors.html</a>	16
<a href="http://www.novaexteriors.com/windows.html">http://www.novaexteriors.com/windows.html</a>	17
<a href="http://www.novaexteriors.com/decks.html">http://www.novaexteriors.com/decks.html</a>	79
<a href="http://www.novaexteriors.com/kitchen.html">http://www.novaexteriors.com/kitchen.html</a>	16
<a href="http://www.novaexteriors.com/bath.html">http://www.novaexteriors.com/bath.html</a>	15
<a href="http://www.unsubrightnow.com">http://www.unsubrightnow.com</a>	13
	1107