

Advertising Proposal

Proposed	Description	Cost Per Campaign	Cost Per Impression	Yearly total	Audience Info
Postcard	Every Door Direct mail to low participation cities	\$3800 per 25,000 households.	0.152 each 6x9 postcard this summer for fall	\$15,500	Low participation cities: 18,000 Baldwin Park; 33,000 West Covina, 10,000 La Puente
Radio	15 sec radio ad first in break	\$20,000 for 160 announcements, about 4 frequency per user, each Fall and Spring	0.07 per impression for 18-24, 0.005 per impression for all listeners	\$80,000	Young, diverse listeners. KAMP FM
Facebook	Newsfeed and display ads (web and mobile)	\$750 per month 98,000 in 15 miles, 18-24 high school grads, interest education	0.007 per impression for 18-24, hs grad, interest in education	\$9,000	Geo-targeted. Parents with kids 17-19, HS grads interested in education,
Email	Doubled verified email lists. Targeted to interested consumers	\$2350 per 50,000 people depending on number of demographic selections targeted. email and follow-up.	0.04 per impression for 18-24, hs grad, interest in education	\$20,000	Geo-targeted. Parents with kids 17-19; High school grads 18-24 interested in education; demographics catalog