

From: Uyen Mai
To: Bill Scroggins
Date: 2/20/2015
Subject: Enrollment Marketing

Bill,

I'm working on getting cost estimates for you for Summer and Fall enrollment advertising.

The media broker I am working with would like a rough idea of how much we are willing to spend on radio advertising to develop a proposal. He provided a report showing how much the other local campuses are spending. Other schools spent in 2014:

- Santa Monica \$389,000
- El Camino \$227,000
- Citrus \$4,500
- Long Beach City \$12,600
- Coast Community College \$22,000
- Fullerton College \$36,000
- Pasadena City \$30,000 (previous year \$176,000)
- Rio Hondo \$5,700
- College of the Canyons \$1,760
- LA Southwest \$9,350

How would you feel about getting an estimate for...

- Fall - \$10,000 for the campaign
 - Spring - \$10,000 for the campaign
 - Summer - \$5,000 for the campaign
- (no winter campaign via radio)

Yen

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