

# Summer/Fall 2016 - Advertising



	Proposed Item	Description	Cost Per Campaign	Cost Per Click/Interaction	Audience Info	Status
1	<b>Summer/Fall 2016 Proposal</b>					
2	<b>Advertising for April-June</b>					
3	Print Ad - in Spanish	Spanish language advertising	\$5,000 for campaign	n/a		Pennysaver closed 5/22/15. Looking at alternates
4	Print - Chinese World Journal	Mandarin language advertising	\$5,000 for campaign	n/a		Popular publication among Mandarin-language speakers in the district
5	Bus Tails	On Metro buses	\$50,000 for 12 week campaign			Must follow route, which emphasizes western part of district and beyond. Will need to supplement with billboards on east for outdoor campaign. This is what the hospitality program used and said had good results.
6	Billboards - Outfront Media	2 freeway billboards, 5 posters	\$45,000 for 12 week campaign focused on east district			To supplement the bus tails that run mostly in the western district. This is similar to the spring campaign but spread over 12 weeks instead of 4.
7	Radio - CBS Radio	15 sec radio ad first in break	\$30,000 for 400 announcements, about 4 frequency per user, for Summer. 500,000 reach of 18-24 year olds	n/a	Young, diverse listeners through KAMP FM. General audience through KRTH	
8	Digital - Facebook	Newsfeed and display ads (includes Facebook, mobile and Instagram)	\$10,000 for Summer/Fall	TBD	Geo-targeted. Parents with kids 17-19, HS grads interested in education, HS grads interested in vocational education	Best performer in clicks due to mobile ads
9	Digital - Google Adwords	Search engine marketing for people searching certain terms, such as "summer classes"	\$15,000 for SEM and display ads.	TBD	Can be geo-targeted and also by interest and key words	Now through Marketing versus Ad Taxi. For about one third the budget, we got 500 more clicks to the website than Ad Taxi agency program during the trial period in October.
10	<b>Overview</b>					
11	Cut TV ads -- it's expensive for LA area and increase radio		\$16,000 for 30,000 impressions by those 18-34			TV
12	Cut email responder program					
13	More money into Radio for its wider reach, bus tails based on feedback and billboards					
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