

Media	Platform	Placement Dates	Budget	Metrics	Payment Method	Notes
ADVERTISING						
Livermore Independent	Print/Digital	June-July	\$2,000		Invoice	
Pleasanton Weekly	Print/Digital	June-July	\$2,000		Invoice	
Tracy Press	Print	June-July	\$2,000		Invoice	
India Currents	Digital	May-Aug	\$450		Credit Card	\$450 per campaign, digital publication
Pandora	Internet Radio	May-Aug	\$3,500		Invoice	Guaranteed impressions: 521,333 - Valued Added impressions: 253,333
Spotify	Internet Radio	May-Aug	\$2,500		Credit Card	
La Raza 93.3- Radio Only	Internet Radio	May-Aug	\$5,500		Credit Card	Spanish--Digital ad, audio ad, and social media promotion
Snapchat	Digital	May-Aug	\$2,500		Credit Card	Filters for Brand Awareness (special events to include: graduation, first day of class, etc)
OTT Streaming TV	Digital	May-Aug	\$13,000		Invoice	TESTING FROM SURVEY DATA and CURRENT CAMPAIGN METRICS
Facebook/Instagram	Digital	May-Aug	\$8,000		Credit Card	Targeting Livermore, Dublin, Pleasanton, Tracy, Patterson, Ripon, plus age and interest English Spanish Language Ads
Google/YouTube	Digital	May-Aug	\$7,500		Credit Card	Targeting Livermore, Dublin, Pleasanton, Tracy, Patterson, Ripon, plus age and interest, Retargeting and Call Logs
Geo Fence Events and Locations of Interest/Reverse	Digital	May-Aug	\$3,500		Invoice	
Smart Mailer	Digital	May-Aug	\$6,000		Credit Card	Ads/Mailer
Comcast Cable Television Channel Specific	Cable Television	May-Aug	\$3,500		Invoice	:30 second spots on all top cable TV shows plus sports programming - not to conflict with Chabot CHANNEL SPECIFI
Stoneridge Mall	Mall	May-Aug	\$7,500		Invoice	2 Sky Banners @ Stoneridge and 2 Standees @ Outlets - placement not to conflict with Chabot
Regal Hacienda (Dublin)	Movie Theater	May-Aug	\$5,500		Invoice	
Cinema West (Livermore)	Movie Theater	May-Aug	\$5,500		Invoice	
Tracy Theaters Cinemark	Movie Theater	May-Aug	\$5,500		Invoice	
Wheels Buses	Print	May-Aug	\$10,000		Invoice	11 Queens + 4 Super Tails - price allows for one copy change for Fast Track classes
Advertising Design Fees (ads)	Print/Digital		\$5,200		Invoice	
COLLATERAL & DIRECT MAIL						
Class Schedule - Printing, Mailing, Design	Print	April	\$48,000			added buffer of 4k (includes printing/mailling)
Accessibility			\$2,500			
Advertising Design Fees			\$5,000			design costs approx (front/back, with 4 page insert)
TOTAL			\$156,650			
DIRECT EMAIL						
Email	Digital	May - August	\$0			Current Students, App Not Registered and Stopouts, Current students; Applied but not registered for Sp19; Attended Sum18 but not F18 or Sp19; Sp19 stop-outs; Early Decision applied; Early Decision not vet applied; HS feeders, student information, and more
PUBLIC RELATIONS						
Social Media	Digital	Ongoing	\$0			Prospective students and community
Website	Digital	Ongoing	\$0			Prospective students and community
Banners- Signage on Campus	Print	Ongoing	\$5,000			
FB LIVE Sessions	Print/Digital	Ongoing	\$0			Prospective students and community
EVENTS & EXPERIENCES						
Campus tours/ LIVE AT LPC						
Open House/FAST PASS Events						
MESSAGING-pending						
CALL TO ACTION-pending	Equation Modification					

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