



**Code 3 Christmas Lights**

Keeping Your Christmas Shining Bright  
& your website even more Merry!

*With the Help of:*  
Sherman Kettner (719-272-1131, [skettner@uccs.edu](mailto:skettner@uccs.edu))  
Echo Randolph (719-494-9007, [srandol2@uccs.edu](mailto:srandol2@uccs.edu))  
David Hutyra (720-347-3362, [dhutyra@uccs.edu](mailto:dhutyra@uccs.edu))  
Mason Peterson (719-663-8005, [mpetersenccs@gmail.com](mailto:mpetersenccs@gmail.com))  
Wade Poltenovage (719-351-0032, [wade@poltenovage.com](mailto:wade@poltenovage.com))  
Jack Shallenberg (970-889-1613, [jshallen@uccs.edu](mailto:jshallen@uccs.edu))

**UCCS**

May 1st, 2023

Spring 2023

## **TABLE OF CONTENTS**

<b>COVER LETTER</b>	<b>3</b>
<b>BI PROGRAM OVERVIEW</b>	<b>4</b>
<b>EXECUTIVE SUMMARY</b>	<b>6</b>
<b>STATEMENT OF ACCOMPLISHMENTS</b>	<b>7</b>
<b>RECOMMENDATIONS</b>	<b>10</b>
<b>CONCLUSION</b>	<b>11</b>
<b>APPENDIX</b>	<b>12</b>

## COVER LETTER

Greetings Mr. Shaffer,

On behalf of ourselves, our team, and the Bachelor of Innovation Program here at the University of Colorado Colorado Springs, we would like to present you with this final semester report.

This report details an overview of the Bachelor of Innovation (BI) program, an executive summary of the project, and a statement of our team's overall accomplishments during the semester. The report will also provide a guide for future teams in the event you find yourself looking forward to working with students in the BI program again.

We would additionally like to thank you for the experience you offered while working with our team this semester, especially since you opted to grant us the opportunity to exemplify our various still-developing skillsets while pursuing our own degrees and careers for the future, and were willing to be flexible despite your highly-variable occupation.

We hope your future endeavors, whatever they may be, are prosperous and we wish you luck upon your journey in lighting up the Colorado Springs community (and hopefully many more!) with the magic of Code 3 Christmas Lights.

Sincerely,

Sherman Kettner & Echolalia Randolph

UCCS Bachelor of Innovation Program

## **BI PROGRAM OVERVIEW**

The University of Colorado Colorado Springs (UCCS) Bachelor of Innovation (BI) Program is a specialized bachelor's initiative designed to foster the growth of innovative thinking, designing, and creating in the newest generation of student entrepreneurs. The BI program is composed of various business, artistic, and complementary skills courses that further develop each student's ability to communicate effectively, work in a team-based environment, and unleash their creativity on a wide range of projects. In turn, the BI program provides valuable experience to students from a business generation, maintenance, and expansion perspective by actively encouraging the pursuit of each student's respective interests and offering support along the way, no matter how long the journey may be.

Furthermore, the Bachelor of Innovation program engages students from different levels of expertise and course progress in a required team-oriented class, the primary focus of this being INOV 2010, 3010, and 4010's collective student populace (otherwise known as INOV 4/3/2010 or INOV 2/3/4010). The purpose of this course is to emphasize effective team functionality in the face of a vast clientele, where the course instructors receive applications from businesses around the globe and undergo a screening process to determine the viability of the applicant's request(s). Afterwards, team leaders (INOV 4010 students) are responsible for selecting members of the INOV 3/2010 student body to participate in a four-to-six-member group in order to carry out the applicant's (otherwise known the client) request for in-class credit.

One of the BI teams working in conjunction with the client, Code 3 Christmas Lights, was comprised of six members: Sherman Kettner (Major: Cybersecurity) and Echolalia "Echo" Randolph (Major: Digital Media) as the INOV 4010 co-leads, as well as Jack Shallenberg (INOV 3010, Major: Game Design and Development), David Hutyra (INOV 2010, Major: Game

Design and Development), Mason Peterson (INOV 2010, Major: Game Design and Development), and Wade Poltenovage (INOV 2010, Major: Computer Science).

As such, the aforementioned team of BI students thank you, Code 3 Christmas Lights, for your time, patience, and the opportunity you offered during the Spring 2023 semester.

## **EXECUTIVE SUMMARY**

Initially, the Code 3 Website BI team's goal during the Spring 2023 semester was to update the client's current Wordpress website from a visual standpoint by creating a series of lofi page diagrams, fresh graphics, and expanding the website's text content to increase the SEO (Search Engine Optimization). Upon discovery that the client's website was entirely hardcoded (written primarily in HTML and other programming languages), the BI team opted to pivot their efforts in order to provide the client with a series of fresh marketing materials instead, given the overall lack of experience both with Wordpress and website-development programming. As such, the Code 3 Website BI team's new goal was to provide the client with updated business, post, and review cards, digital flier designs, a revamped Google Ad, as well as relevant research regarding advertising methods (i.e. newspaper, magazines) in El Paso County and the surrounding areas.

## STATEMENT OF ACCOMPLISHMENTS

### Introductory Client Meeting

During the initial client meeting on January 29th, 2023, the Code 3 Website BI team leads explored various possibilities for revision regarding the client's current website (<https://code3christmaslights.com/>), including but not limited to: general organization, color schemes, logos, content layout, uniformity, and other concepts as needed. As such, the client expressed a need for significantly more visually appealing graphics, such as dynamic backgrounds, clip art, and supporting icons, in order to appeal visually equal to competitor websites from an advertising perspective.

In response to the client's concerns, the BI team leads individually explored several website designs of the client's close competitors (based on location and service area) to determine a pattern of successful visual marketing techniques and presented their findings during the following meeting on February 7th, 2023. Said findings included patterns of high-contrast and dark-shaded visuals, motion graphics, dynamic backgrounds, and a variety of smooth-static clipart.

### Deliverable I: Web Map

During the meeting on February 7th, 2023, the BI team proposed the development of a reorganized web map that would be used to lay the foundations for the graphic updates to the client's current website. The web map included splitting the client's websites into five cleaner sections that would allow the client's customers to access a tiered system of organization for the client's website content depending on their visiting interests.

Upon the completion of the revised web map, the client expressed interest in reorganizing each page's individual layout to better reflect a uniform visual representation of the company's

services (etc.) and expand the current SEO efforts. Thus, the BI team agreed to pursue the revised page layouts as the next deliverable.

### **Deliverable II: Low Fidelity/Lofi Page Layout Diagrams**

Given a two week period to complete the next deliverable, a progress meeting took place both on February 23rd and March 1st, 2023 to present the updated page layouts to the client for review. During the second meeting, the client expressed interest in developing additional media with the second BI team (Code 3 Video) that the website development BI team could utilize as supplementary content during the update process. As such, the Website BI team reached out to the Video BI team to request collaboration on behalf of the client, resulting in agreed acceptance by all parties as of March 2nd, 2023.

### **Project Pivot Point**

Upon discovering that the client's current Wordpress website is entirely hardcoded, the BI team leads presented their concerns regarding future updates, project completion time, and overall website-oriented programming inexperience to the client during the meeting on March 8th, 2023. The client requested a week's time to review the website material and concerns in private, later requesting a project pivot during the meeting on March 15th, 2023. Said pivot included taking a marketing and research approach to the client's current website material, with a focus on advertising and sales, where the BI team leads were confident that the team would be able to adjust their goals in order to develop relevant materials to suit the client's new interest.



**Deliverable III: SEO & Marketing Materials**

With the project pivot in mind, the Code 3 Website BI team shifted their focus to developing fresh marketing material for the client, leading to the creation of a new business card, review card, post card, refrigerator magnet (not presented to client due to time constraints), and poster designs. Additionally, the team gathered relevant advertising data regarding prominent advertising sources in the El Paso county area, including newspapers, magazines, Facebook ads, and Google ads for the client to review for pricing and availability. In addition, several members of the team focused on updating the client's current website's SEO, image, and text content during this phase, which includes creating image captions, optimizing photos for website usage, implementing new embedded keywords, establishing and designing a Charity page, and editing images pertaining to the client's previous work. The BI team also convened with the client's other team (Code 3 Video), led by Silas Karbo, in an effort to include their semester project (an introductory video of the client's business) in the Google Ad campaign.

## **RECOMMENDATIONS**

Given the Code 3 Website BI Team's inexperience in hard-coding website development and the variabilities regarding student specialties in the INOV 2/3/4010 course semester-to-semester, we recommend that the client direct their attention towards hiring a Wordpress-versed website developer so as to maximize time management, implementation, and visual appeal before the upcoming winter season. As such, the Code 3 Website BI Team recommends finding a freelancer to suit the client's website needs on platforms such as Toptal, Upwork, Fiverr, or Hired in order to avoid potentially-dangerous online interactions and to find a developer with a) the skillset, b) the experience, and c) the price to accommodate the client's vision.

Additionally, the Code 3 Website BI Team recommends that until the client's current website can be properly revised according to their specifications, that the marketing materials created by the team this Spring 2023 semester be utilized in order to boost the company's current marketing efforts from an advertising standpoint before or during the winter season. This can be further bolstered by an additional BI team in the Fall with a focus on marketing and photo shooting. Specifically, we recommend that a team this next fall focus on finding ideal local areas for advertising, and publish advertisements in said communities' local papers. On top of this, maintaining the Google and Facebook ad campaigns would be a solid semester project for another BI team, as well as obtaining more pictures of the work Code 3 Christmas Lights does, in particular moving videos of setup (perhaps in the form of a timelapse?).

## **CONCLUSION**

In summary, the Code 3 Website BI team pivoted their website-revamping goal to focus primarily on producing visually-appearing marketing materials for the client during the Spring 2023 semester due to overall lack of web development-oriented programming experience.

The Code 3 Website BI team appreciates the time and flexibility that the client showed during the Spring 2023 semester, and hopes to provide additional expertise in the future, should the client seek out the aspiring programmers and filmmakers of the BI program at a later date.

## **APPENDIX**

### **ITEM I: Scope of Work & Revisions**

### **ITEM II: Client Information**

- A. Contact Information**
- B. Client Application**
- C. Client Availability**

### **ITEM III: Meeting Information**

### **ITEM IV: Team Contact Information**

### **ITEM V: Semester Deliverables**

- A. Web Map**
- B. Low Fidelity/Lofi Page Layout Diagrams**
- C. SEO & Marketing Materials**

#### ***1. SEO***

- **Customer Reviews/Testimonials**
- **Revised Website Text Content**
- **Charity Page**

#### ***2. Marketing Research***

- **Newspaper Contact Research**
- **Digital Advertising Research & References**
- **Generalized Advertising Prices**

#### ***3. Marketing Materials***

- **Google Ad Project**
- **Posters**

- **Review Card**
- **Business Card**
- **Post Card**

## **ITEM I: SCOPE OF WORK & REVISIONS**

- [Website Team Scope of Work - Original.pdf](#)
- Scope of Work Revised (HTML Link):  
  
[file:///C:/Users/priva/AppData/Local/Temp/Temp1\\_Scope%20of%20Work.zip/ScopeofWork.html](file:///C:/Users/priva/AppData/Local/Temp/Temp1_Scope%20of%20Work.zip/ScopeofWork.html)

*\* NOTE: Scope of Work revisions are displayed using **red** text.*

## **ITEM II: CLIENT INFORMATION**

### **A. Contact Information**

- Name: Cameron Shaffer
- Phone(s): (949) 525-2885; (719) 212-1191; (719) 300-1515
- Email: [Cameron@code3christmaslights.com](mailto:Cameron@code3christmaslights.com)
- Website: <https://code3christmaslights.com/>
- Position: Owner

### **B. Client Application**

#### BI CLIENT APPLICATION

Company: Code 3 Christmas Lights

Contact Name: Cameron Shaffer

Email: [Cameron@code3christmaslights.com](mailto:Cameron@code3christmaslights.com)

Phone: (719) 212-1191

Website: <https://code3christmaslights.com/>

## **Description**

### ***Background***

Code 3 Christmas Lights is owned and operated by husband and wife team Cameron and Hailey Shaffer. Cameron is a local firefighter here in Colorado Springs and Hailey homeschools their 4 children. They love to help and serve others and can't wait to make your Christmas decor dream come true!

### ***Why Code 3?***

Code 3 provides high quality service and products are of the utmost importance to us. We are fully insured, use professional grade materials, and we have top technicians which means your home is safe with us. Integrity, honesty, and hard work is what you will get from Code 3 Christmas Lights.

### ***Giving Back***

Code 3 Christmas Lights' goal is to serve others well and bring joy. We will donate every 10th job to a family in need. We believe in loving our community well and what better way than to spread some Christmas cheer? We also are going to be donating 10% of all revenue to our good friends in Kenya who work in one of the biggest slums in the world caring for orphans.

### ***Benefits***

You will have the best Christmas lights on the block. We guarantee compliments from your friends and neighbors. Leading SMD bulb technology = almost no increase seen on your electric bill. No more tangled mess, getting on ladders, strands of lights that won't work, or storing lights

and wreaths in hard to reach places. Code 3 Christmas Lights will provide you with an all-inclusive experience.

### ***Project***

Code 3 Christmas Lights is owned by Cameron and Hailey. The company has grown tremendously over the past several years. We are looking for a digital marketing focus to address our website, plan, develop, and implement a marketing campaign to attract new customers. In addition, a video about the magic of lights and our company would be great. Cameron is a full time firefighter for the City of Colorado Springs. We are committed to meeting with the team once a week and providing whatever is needed for a successful semester and project .

**Reference:** Dr. Colleen Stiles

**Applied on:** 12/23/2022 11:26:18

### **C. Client Availability**

#### CLIENT AVAILABILITY

<u>Month (2023)</u>	<u>Date</u>
January	31st
February	7th, 8th, 14th, 16th, 22nd, 23rd, 24th
March	1st, 8th, 10th, 15th, 21st, 22nd, 28th, 30th
April	4th, 6th, 10th, 11th, 13th, 17th, 18th, 19th, 20th, 24th, 26th, 27th, 28th, 29th
May	N/A

### **ITEM III: MEETING INFORMATION**

#### MEETING ATTENDANCE

			<b><u>Attendance Status (Present, Absent, Late)</u></b>						
<b><u>Date</u></b>	<b><u>Time</u></b>	<b><u>Medium</u></b>	Sherman	Echo	Jack	Wade	Mason	David	
1/29/23	1:00 PM	Zoom	P	P	N/A	N/A	N/A	N/A	
1/30/23	10:50 AM	Class	P	P	P	P	P	P	
2/6/23	10:50 AM	Class	P	P	P	P	P	P	
2/7/23	3:30 PM	Teams	P	A	A	P	A	P	
2/13/23	10:50 AM	Class	P	P	P	P	P	P	
2/14/23	5:00 PM	Teams	A	P	P	P	P	A	
2/20/23	10:50 AM	Class	P	P	P	P	P	P	
2/23/23	5:00 PM	Teams	A	P	A	P	P	A	
2/27/23	10:50 AM	Class	P	P	P	P	A	P	
3/1/23	11:00 AM	Teams	P	P	A	P	A	P	
3/6/23	10:50 AM	Class	P	P	P	P	L	P	
3/8/23	11:00 AM	Teams	P	P	A	A	P	A	
3/13/23	10:50 AM	Class	P	P	L	P	P	P	
3/15/23	11:00 AM	Teams	P	P	A	A	P	P	
3/20/23	10:50 AM	Class	P	P	P	P	P	P	
3/21/23	5:00 PM	Teams	A	P	P	P	P	A	
4/3/23	11:00 AM	Teams	P	P	P	P	P	A	
4/4/23	5:00 PM	Teams	P	A	P	P	A	A	
4/10/23	10:50 AM	Class	P	P	P	P	P	P	
4/11/23	5:00 PM	Teams	A	P	P	P	P	A	
4/17/23	10:50 AM	Class	P	P	P	P	A	P	
4/18/23	5:00 PM	Teams	P	P	P	P	P	A	
4/24/23	10:50 AM	Class	P	P	P	P	P	P	
4/24/23	12:30 PM	Teams	P	P	P	P	P	P	<b>FCM</b>
5/1/23	10:50 AM	Class	P	P	P	P	P	P	<b>Final Class</b>

- [Meeting Notes/Agendas Folder](#)





## ITEM IV: TEAM CONTACT INFORMATION

### TEAM MEMBER CONTACT INFO

#### *Team Leads*

1. Main Lead: Sherman Kettner
  - Year: 4010
  - Email: skettner@uccs.edu (sherkett@ilc.edu)
  - Phone: (719) 272-1131
2. Co Lead: Echolalia “Echo” Randolph
  - Year: 4010
  - Email: srandol2@uccs.edu
  - Phone: (719) 494-9007

#### *Team Members*

1. David Hutyra
  - Year: 2010
  - Email: dhutyra@uccs.edu
  - Phone: (720) 347-3362
2. Mason Peterson
  - Year: 2010
  - Email: mpeterse@uccs.edu
  - Phone: (719) 663-8005

### 3. Wade Poltenovage

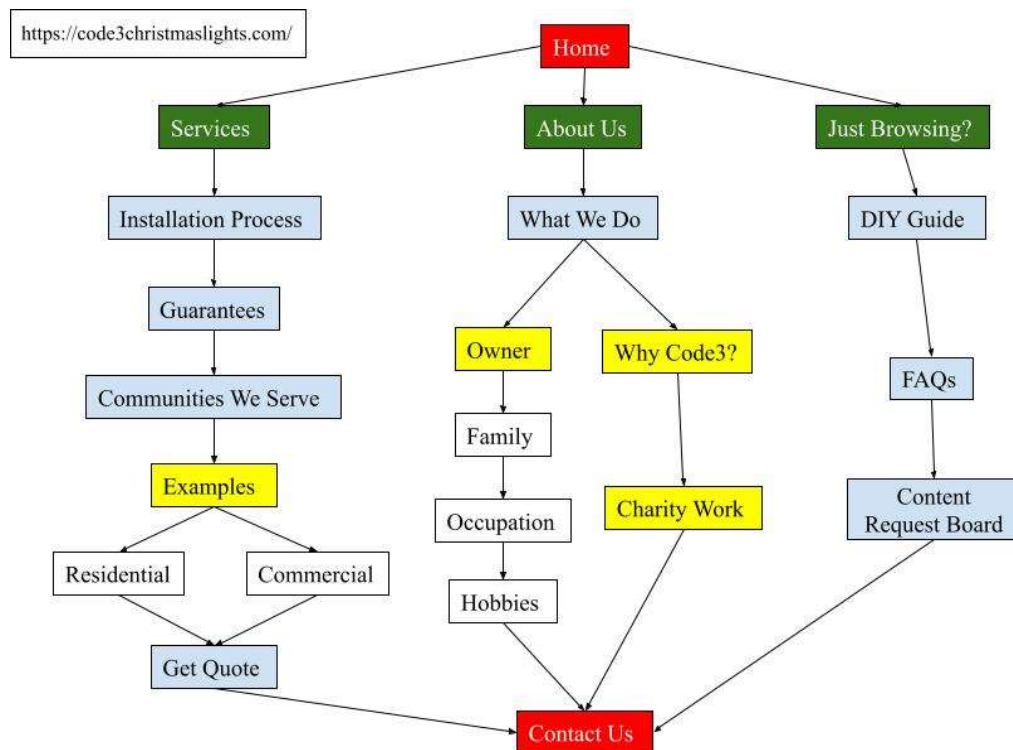
- Year: 2010
- Email: wadepolteno@uccs.edu
- Phone: (719) 351-0032

### 4. Jack Shallenberg

- Year: 3010
- Email: jshallen@uccs.edu
- Phone: (970) 889-1613

## ITEM V: SEMESTER DELIVERABLES

### A. Web Map



### B. Low Fidelity/Lofi Page Layout Diagrams

- [Deliverable II: Lofi Diagrams Folder](#)

## **C. SEO & Marketing Materials**

### *1. SEO*

- Customer Reviews/Testimonials
- Revised Website Text Content

### *2. Marketing Research*

- Newspaper Contact Research
- Digital Advertising Research & References
- Generalized Advertising Prices

### *3. Marketing Materials*

- Google Ad Project
- Posters
- Review Card
- Business Card
- Post Card

## ***SECTION I: SEO***

### CUSTOMER REVIEWS/TESTIMONIALS

*\* NOTE: any spelling or grammatical errors are a result of copy-pasting from the client's current Google Reviews page*

- Cameron and his crew did an incredible job decorating our house for the holidays. They are professional, well organized with superb attention to detail. Cameron holds very high quality standards and has been quick to respond to any questions I've had about the

process. I would highly recommend Code 3 to bring holiday cheer to your home. We will definitely be repeat customers!

- This was the best experience ever! Cameron and his team from start to finish were amazing. Even during the big windstorm, Cameron was proactive and called me first and said he'd take care of anything that blew down (yet nothing did.) One the best and most gracious companies I've ever worked with. See you next year! Jana and Mike Smith
- Cameron and crew were great! They were very personable and they did an AMAZING job on our house. Here are some pictures of the work they did. These pictures DO NOT do the work they did justice by any means. Our house lights up the neighborhood and we have already gotten compliments... and they just did the installation yesterday!! Not saying you have to go all out like we did (you can tailor the options you want) but I definitely recommend you give them a shot. This is the first year we have had professional lights put up (I didn't want to go on the roof and spend days putting up lights) and we are pretty set on doing this every year now.
- Thank you Code 3 Christmas Lights, Cameron and his Crew!!!!
- Cameron was amazing to deal with. On time, prompt and super responsive. Highly satisfied with the crew onsite today and I'm picky about that. Then when sun set, we had to turn them on and get picks. Turned out incredible. So happy. And even more happy about their commitment to give back a portion to their charity. Fantastic people to work with!
- We had hired another contractor to put our Christmas lights up. Only half of them worked and the contractor refused to fix it. Code 3 said they would come out and take them down, install there own, and that we didn't need to worry about anything, and they were

right. We could not be more happy, our house looks amazing, as does our large blue Spruce, and they even did our walkway. Our neighbors, family, and friends, have all inquired about who did our lights because of how incredible they look. They have made life-long repeat customers out of us, and we are so grateful that they turned what was a terrible situation into an incredible experience. Thank you Code 3 and Cameron for everything.

- This company is second to none! From the very beginning you can tell that they are all about customer service and providing a quality product. They responded very quickly and were very friendly. It felt like I was talking to family when I spoke with them on the phone. When it came time for Cameron and the Team to come to our house and install the lights, they were nothing but professional and extremely friendly. Every time I interacted with the crew, my wife and I were greeted with a smile. Thanks for making our Christmas special this year!
- Cameron and his crew are extremely professional and courteous. We couldn't be happier with the service their company provided. The whole experience was seamless and easy from the quote to the scheduling and the installation. Thank you for the incredible work Code3
- Code 3 did a great job putting lights on my tree. It looks amazing! Very professional and quick communication throughout the process.
- From start to finish, this company is top notch! The estimate was fast, easy to understand, and complete. Communication before, during, and after was exceptional. A bulb went out and was replaced within 12 hours of Cameron being notified. You truly

could not ask for better service! Would highly recommend and will definitely use them in the years to come. Thank you!

- Cameron and his team were very friendly and provided excellent customer service! I feel like they went above and beyond to make my house the best on the block! The new wreaths are so amazing! Money well spent.
- Cameron and his team designed a perfect lighting project based on our budget. They scheduled us promptly, arrived to install on time, and even came back the same day we noticed a single light had gone out. We highly recommend Code 3 for your Christmas lighting!
- Cameron and his crew are fabulous. From picking out the design we want to installation and take down, everything was quick and smooth. This is our second year to use Code 3 Christmas Lights and we could not be happier. Our home looks perfect for the holiday season. I cannot recommend Code 3 enough.
- Amazing lighting job done with precision and also....so fast! We were blown away by how professional and friendly they were, even at the height of their lighting season. You can tell this company cares for their customers well.
- Cameron and his team were recommended to us by a friend, and we now know why. They were excellent to work with and showed up when they said they would be there, communicated regularly. I can not recommend Code 3 enough!

## REVISED WEBSITE TEXT CONTENT

### ***I. About Us***

#### **A. Owners (Current)**

Code 3 Christmas Lights is owned and operated by husband and wife team Cameron and Hailey Shaffer. Cameron is a local firefighter here in Colorado Springs and Hailey homeschools their 4 children. They love to help and serve others and can't wait to make your Christmas decor dream come true!

#### **B. Why Code 3? (Current)**

High quality service and products are of the utmost importance to us. We are fully insured, use professional grade materials, and we have top technicians which means your home is safe with us. Integrity, honesty, and hard work is what you will get from Code 3 Christmas Lights. You will have the best Christmas lights on the block. We guarantee compliments from your friends and neighbors. Leading SMD bulb technology = almost no increase seen on your electric bill. No more tangled mess, getting on ladders, strands of lights that won't work, or storing lights and wreaths in hard to reach places. Code 3 Christmas Lights will provide you with an all-inclusive experience.

#### **C. Giving Back/Charity Work (Current)**

Donates to charity, will do free installations for stories that touch their hearts. Code 3 Christmas Lights' goal is to serve others well and bring joy. We will donate every 10th job to a family in need. We believe in loving our community well and what better way than to spread some Christmas cheer? We also are going to be donating 10% of all revenue to our good friends in Kenya who work in one of the biggest slums in the world caring for orphans.



#### D. New Additions

##### 1. Owners

- A brief overview of the Shaffer family (where do you live, etc): Cameron and Hailey live in Colorado Springs with their 4 children 8 years old and younger.
- Brief mention of occupations (Hailey and Cameron): As co-owners of the business both Cameron and Hailey work at Code 3. Hailey focuses on quote writing, clients communications and social media. Cameron runs the operations side of the business and is often in the field with the crews. Hailey also has her hands full being an amazing mother and homeschool teacher to our 4 children. Cameron is a full-time firefighter for Colorado Springs and is currently assigned to Station 1 downtown.
- Brief mention of hobbies/family bonding activities (i.e. hiking, etc): Family time is extremely important to both Cameron and Hailey. Code 3 was originally started so that Cameron could spend less time away from Hailey and the kids working overtime at the fire department. After the Christmas Light season ends you will often find a family in the mountains skiing. During summer time we also spend much of our freetime in the mountains camping. We love camping near rivers so that we can float on inner-tubes and play in the water!

## 2. Why Code 3?

- Brief explanation of the “code 3” meaning behind the company’s operations and how it relates to firefighting: “Code 3” is what we call it in the fire department when we are going to an emergency with our lights and sirens blaring. Cameron’s father was a firefighter and owned a small carpet cleaning business while he was young. Cameron learned much about hard work while cleaning carpets with his father. Code 3 seemed like a fitting name for a “light” company and Cameron wanted to carry on the family business name.

## 3. Charity Work

- Who? (specific names/businesses, etc): The Treehouse Children’s Family and Community Transformers in Nairobi, Kenya
- Where? (just Kenya, or are there other locations?): Just Kenya, serving children in the Mathare slum with over 500,000 people living in a 3 sq/mile area.
- Why? (why work with the Charity? Who benefits? Who’s in need?): Hailey and Cameron were missionaries in Africa for 1 year early on in their marriage. They are no longer full-time missionaries but they still have a heart for Africa. AID/HIV and poverty is still causing many children in this area to be orphaned. C + H personally know and have spent months with the people running the treehouse childrens home. They are currently housing 78 children and feed/care for 200-300 more each week.

- How long has Code 3 Christmas Lights worked with the charity?: Since its inception Hailey and Cameron have committed to donate a minimum of 10% of the businesses profits each year to help children in Kenya.
- Other information as provided:

## ***II. Services***

### **A. We Provide (Current Title - Mixed Content)**

- Professional Grade LED Lights
- Install, Warranty, Removal
- Free Service Calls
- No Staples in Your Roofline
- Free Quote With Options
- Donate 10% to Help Orphans in Kenya
- 5 Star Google Rated
- Fully Insured

### **B. New Additions**

#### **1. Installation Process**

- Brief overview of installation process used by Code 3:
  - Design Proposal
  - The highest quality and brightest lights in the industry are then custom cut to fit your roofline.
  - All extension cords and light strands are custom made by Code 3 to fit your home perfectly.
  - Extension cords are well hidden.

- Lights are put on an included timer.
- After install we are happy to come back within 24 hours to fix any issues.

## **2. Guarantees**

- Professional Grade LED Lights
- Install, Warranty, Removal
- Free Service Calls
- No Staples in Your Roofline
- Free Quote With Options
- Fully Insured
- Brief overview of additional guarantees:

## **3. Service Area (Cities)**

- Colorado Springs
- Monument
- Black forest
- Falcon
- Glen eagle
- Woodmoor
- Palmer lake
- Others as needed:

### ***III. Just Browsing?***

A. DIY Guide - Pending Content

B. FAQs (Frequently Asked Questions)

1. List of top 10 FAQs: N/A

### ***IV. Contact Us***

- Email: [Cameron@code3christmaslights.com](mailto:Cameron@code3christmaslights.com)
- Socials: <https://www.facebook.com/code3christmaslights>
- Service Phone: (719) 300 - 1515
- Any other contact information as needed: N/A

#### New Meta Description

#### **Home Page:**

Code 3 Christmas Lights an El Paso County Christmas Light Installation Company - Fully Insured and Satisfaction Guaranteed - Fast Quotes - Support Charity.

#### **Residential Page:**

Come Look at Examples of Code 3 Christmas Lights Residential Magic Making Your Home Shine Over the Holidays.

#### **Commercial Page:**

Outshine Your Competitors this Holiday Season with Code 3 Christmas Lights - Take a Look at our Commercial Offerings.

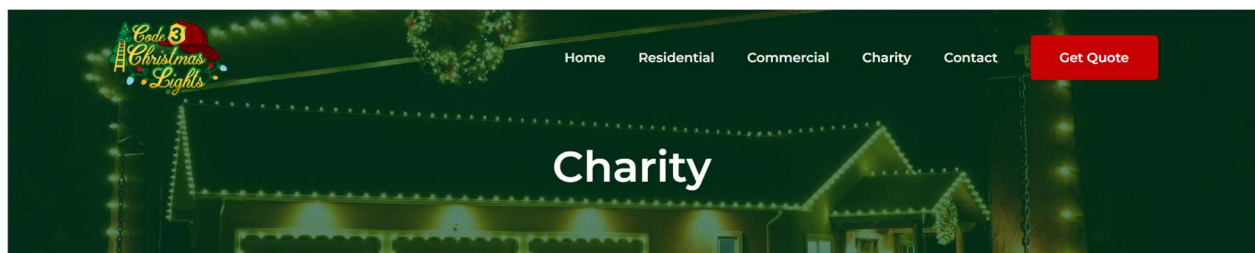
#### **Contact Us Page:**

Reach Out Today and Let Us Light Up Your Yard with Christmas Magic.

#### **Charity Page:**

Code 3 Is Dedicated to a Better Tomorrow By Donating 10% of All Profits to Orphans in Nairobi, Kenya for Feeding and Housing

## Charity Web Page



### Who Does Code 3 Work With?



*The Treehouse Children's Family in Nairobi, Kenya, serves abandoned children in the Mathare slum, with over 500,000 people living in a three sq/mile area.*

### How They Met

*Hailey and Cameron were missionaries in Africa for one year early on in their marriage. They are no longer full-time missionaries but they still have a heart for Africa. AID/HIV and poverty is still causing many children in this area to be orphaned. Hailey and Cameron personally know and have spent months with the people running the treehouse childrens home.*

### Treehouse Children's Family Mission Statement

*Tree House Children's home work towards empowering orphans and vulnerable children through provision of services such as Education, shelter, food, healthy services, Love and all necessary child needs in daily lives in order to return hope and build a better future for children.*

### Treehouse Children's Family Current Work

*Currently Treehouse Children's Family is housing 78 children and feeding/caring for 200-300 more children each week.*





### How Code 3 Supports This Work

*Since its inception Hailey and Cameron have committed to donate a minimum of 10% of the businesses profits each year to help children in Kenya.*

### Find Treehouse Children's Family

<https://communitytransformers.or.ke/tree-house-childrens-home/>

<https://www.facebook.com/thchildren>

## Optimized Web Photos

**Date of Private Meeting (Sherman Kettner, Cameron Shaffer):** March 28 2023, 8:30 am - 9:00

All the photos we optimized over the semester can be found at the following link. They are optimized using Adobe Photoshop Export for Web features.

[https://drive.google.com/drive/folders/1sqeN0ILqbKz1\\_IQMlhRezh1J4bGlvsj8?usp=sharing](https://drive.google.com/drive/folders/1sqeN0ILqbKz1_IQMlhRezh1J4bGlvsj8?usp=sharing)

## **SECTION II: MARKETING RESEARCH**

### NEWSPAPER CONTACT RESEARCH

Name of Newspaper Company	Contact Info	Ad Rates																																																															
<a href="https://sixty35media.org/">https://sixty35media.org/</a>	Colorado Springs Independent 235 S Nevada Ave Colorado Springs, CO 80903-1906 Phone: (719) 577-4545 Fax: (719) 577-4107	<div>“open” means once</div> <table><tr><th>Ad Size</th><th>open</th><th>6x</th><th>13x</th><th>NON-PROFIT 26x</th><th>39x</th><th>52x</th></tr><tr><td>Dbtrk</td><td>\$5655</td><td>\$4635</td><td>\$4090</td><td>\$3675</td><td>\$3345</td><td>\$2925</td></tr><tr><td>Full</td><td>\$3145</td><td>\$2595</td><td>\$2295</td><td>\$2070</td><td>\$1890</td><td>\$1660</td></tr><tr><td>3/4</td><td>\$2500</td><td>\$2070</td><td>\$1830</td><td>\$1660</td><td>\$1530</td><td>\$1365</td></tr><tr><td>1/2</td><td>\$1805</td><td>\$1505</td><td>\$1335</td><td>\$1210</td><td>\$1100</td><td>\$980</td></tr><tr><td>3/8</td><td>\$1410</td><td>\$1170</td><td>\$1035</td><td>\$950</td><td>\$865</td><td>\$750</td></tr><tr><td>1/4</td><td>\$1015</td><td>\$860</td><td>\$760</td><td>\$690</td><td>\$640</td><td>\$565</td></tr><tr><td>1/6</td><td>\$760</td><td>\$630</td><td>\$575</td><td>\$525</td><td>\$485</td><td>\$410</td></tr><tr><td>1/8</td><td>\$575</td><td>\$475</td><td>\$430</td><td>\$400</td><td>\$365</td><td>\$305</td></tr></table> <div>DIGITAL ONLY RATES AVAILABLE</div>	Ad Size	open	6x	13x	NON-PROFIT 26x	39x	52x	Dbtrk	\$5655	\$4635	\$4090	\$3675	\$3345	\$2925	Full	\$3145	\$2595	\$2295	\$2070	\$1890	\$1660	3/4	\$2500	\$2070	\$1830	\$1660	\$1530	\$1365	1/2	\$1805	\$1505	\$1335	\$1210	\$1100	\$980	3/8	\$1410	\$1170	\$1035	\$950	\$865	\$750	1/4	\$1015	\$860	\$760	\$690	\$640	\$565	1/6	\$760	\$630	\$575	\$525	\$485	\$410	1/8	\$575	\$475	\$430	\$400	\$365	\$305
Ad Size	open	6x	13x	NON-PROFIT 26x	39x	52x																																																											
Dbtrk	\$5655	\$4635	\$4090	\$3675	\$3345	\$2925																																																											
Full	\$3145	\$2595	\$2295	\$2070	\$1890	\$1660																																																											
3/4	\$2500	\$2070	\$1830	\$1660	\$1530	\$1365																																																											
1/2	\$1805	\$1505	\$1335	\$1210	\$1100	\$980																																																											
3/8	\$1410	\$1170	\$1035	\$950	\$865	\$750																																																											
1/4	\$1015	\$860	\$760	\$690	\$640	\$565																																																											
1/6	\$760	\$630	\$575	\$525	\$485	\$410																																																											
1/8	\$575	\$475	\$430	\$400	\$365	\$305																																																											

Gazette	Gazette 30 S Prospect St Colorado Springs, CO Phone: (719) 632-5511 Fax: (719) 636-0202	 <p>The image shows a detailed advertising rate card for the Gazette Journal. It includes a bar chart titled 'Advertising Rates' with categories: Full Page (\$1,200.00), Half Page (\$600.00), Quarter Page (\$300.00), and Eighth Page (\$150.00). Below the chart, there is a table of rates for various ad sizes and durations. The table includes columns for 'Ad Size', 'Rate', and 'Minimum'. The rates are as follows:</p> <table border="1"> <thead> <tr> <th>Ad Size</th> <th>Rate</th> <th>Minimum</th> </tr> </thead> <tbody> <tr> <td>Full Page</td> <td>\$1,200.00</td> <td>1</td> </tr> <tr> <td>Half Page</td> <td>\$600.00</td> <td>1</td> </tr> <tr> <td>Quarter Page</td> <td>\$300.00</td> <td>1</td> </tr> <tr> <td>Eighth Page</td> <td>\$150.00</td> <td>1</td> </tr> <tr> <td>1/4 Page (3" x 5")</td> <td>\$150.00</td> <td>1</td> </tr> <tr> <td>1/8 Page (3" x 5")</td> <td>\$75.00</td> <td>1</td> </tr> <tr> <td>1/16 Page (3" x 5")</td> <td>\$37.50</td> <td>1</td> </tr> <tr> <td>1/32 Page (3" x 5")</td> <td>\$18.75</td> <td>1</td> </tr> <tr> <td>1/64 Page (3" x 5")</td> <td>\$9.37</td> <td>1</td> </tr> <tr> <td>1/128 Page (3" x 5")</td> <td>\$4.69</td> <td>1</td> </tr> <tr> <td>1/256 Page (3" x 5")</td> <td>\$2.34</td> <td>1</td> </tr> <tr> <td>1/512 Page (3" x 5")</td> <td>\$1.17</td> <td>1</td> </tr> <tr> <td>1/1024 Page (3" x 5")</td> <td>\$0.59</td> <td>1</td> </tr> <tr> <td>1/2048 Page (3" x 5")</td> <td>\$0.29</td> <td>1</td> </tr> <tr> <td>1/4096 Page (3" x 5")</td> <td>\$0.15</td> <td>1</td> </tr> <tr> <td>1/8192 Page (3" x 5")</td> <td>\$0.07</td> <td>1</td> </tr> <tr> <td>1/16384 Page (3" x 5")</td> <td>\$0.04</td> <td>1</td> </tr> <tr> <td>1/32768 Page (3" x 5")</td> <td>\$0.02</td> <td>1</td> </tr> <tr> <td>1/65536 Page (3" x 5")</td> <td>\$0.01</td> <td>1</td> </tr> <tr> <td>1/131072 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/262144 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/524288 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1048576 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2097152 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4194304 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/8388608 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/16777216 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/33554432 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/67108864 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/134217728 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/268435456 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/536870912 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1073741824 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2147483648 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4294967296 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/8589934592 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/17179869184 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/34359738368 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/68719476736 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/137438953472 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/274877906944 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/549755813888 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1099511627776 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2199023255552 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4398046511104 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/8796093022208 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/17592186044416 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/35184372088832 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/70368744177664 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/140737488355328 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/281474976710656 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/562949953421312 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1125899906842624 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2251799813685248 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4503599627370496 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9007199254740992 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/18014398509481984 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/36028797018963968 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/72057594037927936 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/144115188075855872 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/288230376151711744 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/576460752303423488 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1152921504606846976 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2305843009213693952 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4611686018427387904 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9223372036854775808 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/18446744073709551616 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/36893488147419103232 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/73786976294838206464 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/147573952589676412928 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/295147905179352825856 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/590295810358705651712 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1180591620717411303424 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2361183241434822606848 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4722366482869645213696 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9444732965739290427392 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/18889465931478580854784 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/37778931862957161709568 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/75557863725914323419136 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/151115727451828646838272 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/302231454903657293676544 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/604462909807314587353088 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1208925819614629174706176 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2417851639229258349412352 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4835703278458516698824704 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9671406556917033397649408 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/19342813113834066795298816 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/38685626227668133590597632 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/77371252455336267181195264 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/154742504910672534362390528 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/309485009821345068724781056 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/618970019642690137449562112 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1237940039285380274899124224 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2475880078570760549798248448 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4951760157141521099596496896 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9903520314283042199192993792 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/19807040628566084398385987584 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/39614081257132168796771975168 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/79228162514264337593543950336 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/158456325028528675187087900672 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/316912650057057350374175801344 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/633825300114114700748351602688 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1267650600228229401496703205376 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2535301200456458802993406410752 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5070602400912917605986812821504 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/10141204801825835211973625643008 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/20282409603651670423947251286016 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/40564819207303340847894502572032 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/81129638414606681695789005144064 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/162259276829213363391578010288128 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/324518553658426726783156020576256 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/649037107316853453566312041152512 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1298074214633706907132624082305024 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2596148429267413814265248164610048 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5192296858534827628530496329220096 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/10384593717069655257060992658440192 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/20769187434139310514121985316880384 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/41538374868278621028243970633760768 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/83076749736557242056487941267521536 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/166153499473114484112975882535042672 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/332306998946228968225951765070085344 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/664613997892457936451903530140170688 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1329227995784915872903807060280341376 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2658455991569831745807614120560682752 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5316911983139663491615228241121365504 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/10633823966279326983230456482242731008 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/21267647932558653966460912964485462016 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/42535295865117307932921825928970924032 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/85070591730234615865843651857941848064 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/170141183460469231731687303715883696128 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/340282366920938463463374607431767392256 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/680564733841876926926749214863534784512 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1361129467683753853853498429727069569024 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2722258935367507707706996859454139138048 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5444517870735015415413993718908278276096 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/10889035741470030830827987437816556552192 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/21778071482940061661655974875633113104384 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/43556142965880123323311949751266226208768 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/87112285931760246646623899502532452417536 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/174224571863520493293247799005064844835072 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/348449143727040986586495598010129689670144 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/696898287454081973172991196020259379340288 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1393796574908163946345982320040518758800576 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2787593149816327892691964640081037517601152 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5575186299632655785383929280162075035202304 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/11150372599265311570767858560324150070404608 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/22300745198530623141535717120648300140809216 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/44601490397061246283071434241296600281618432 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/89202980794122492566142868482593200563236864 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/178405961588244985132285736965186401126473728 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/356811923176489970264571473930372802252947456 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/713623846352979940529142947860745604505894912 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1427247692705959881058285895721491209011789824 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2854495385411919762116571791442982418002379648 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5708990770823839524233143582885964360047593792 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/11417981541647679048466287165771928720095187584 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/22835963083295358096932574331543857440190375168 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/45671926166590716193865148663087716800380750336 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/91343852333181432387730297326175433600761500672 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/182687704666362864775460594652350867201523001344 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/365375409332725729550921189304701734403046002688 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/730750818665451459101842378609403468806092005376 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1461501637330902918203684757218806937612184010752 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2923003274661805836407369514437613875224368021504 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5846006549323611672814739028875227750448736043008 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/11692013098647223345629478057750455500897472086016 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/23384026193294446691258956115500911001794944172032 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/46768052386588893382517912231001822003589888344064 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/93536104773177786765035824462003644007179776688128 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/187072209546355573530071648924007288014359553376256 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/374144419092711147060143297848014576028719106752512 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/748288838185422294120286595696029152057438213505024 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1496577676370844588240573191392058304114876427010048 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2993155352741689176481146382784116622297552854020096 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/5986310705483378352962292765568232244595105708040192 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/1197262141096675670592458553113646448919021141608384 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/2394524282193351341184917106227292897838042283216768 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/4789048564386702682369834212454585795676084566433536 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/9578097128773405364739668424909171513352169132867072 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> </tr> <tr> <td>1/19156194257546810729479336849818343026704382657334144 Page (3" x 5")</td> <td>\$0.00</td> <td>1</td> &lt;/</tr></tbody></table>	Ad Size	Rate	Minimum	Full Page	\$1,200.00	1	Half Page	\$600.00	1	Quarter Page	\$300.00	1	Eighth Page	\$150.00	1	1/4 Page (3" x 5")	\$150.00	1	1/8 Page (3" x 5")	\$75.00	1	1/16 Page (3" x 5")	\$37.50	1	1/32 Page (3" x 5")	\$18.75	1	1/64 Page (3" x 5")	\$9.37	1	1/128 Page (3" x 5")	\$4.69	1	1/256 Page (3" x 5")	\$2.34	1	1/512 Page (3" x 5")	\$1.17	1	1/1024 Page (3" x 5")	\$0.59	1	1/2048 Page (3" x 5")	\$0.29	1	1/4096 Page (3" x 5")	\$0.15	1	1/8192 Page (3" x 5")	\$0.07	1	1/16384 Page (3" x 5")	\$0.04	1	1/32768 Page (3" x 5")	\$0.02	1	1/65536 Page (3" x 5")	\$0.01	1	1/131072 Page (3" x 5")	\$0.00	1	1/262144 Page (3" x 5")	\$0.00	1	1/524288 Page (3" x 5")	\$0.00	1	1/1048576 Page (3" x 5")	\$0.00	1	1/2097152 Page (3" x 5")	\$0.00	1	1/4194304 Page (3" x 5")	\$0.00	1	1/8388608 Page (3" x 5")	\$0.00	1	1/16777216 Page (3" x 5")	\$0.00	1	1/33554432 Page (3" x 5")	\$0.00	1	1/67108864 Page (3" x 5")	\$0.00	1	1/134217728 Page (3" x 5")	\$0.00	1	1/268435456 Page (3" x 5")	\$0.00	1	1/536870912 Page (3" x 5")	\$0.00	1	1/1073741824 Page (3" x 5")	\$0.00	1	1/2147483648 Page (3" x 5")	\$0.00	1	1/4294967296 Page (3" x 5")	\$0.00	1	1/8589934592 Page (3" x 5")	\$0.00	1	1/17179869184 Page (3" x 5")	\$0.00	1	1/34359738368 Page (3" x 5")	\$0.00	1	1/68719476736 Page (3" x 5")	\$0.00	1	1/137438953472 Page (3" x 5")	\$0.00	1	1/274877906944 Page (3" x 5")	\$0.00	1	1/549755813888 Page (3" x 5")	\$0.00	1	1/1099511627776 Page (3" x 5")	\$0.00	1	1/2199023255552 Page (3" x 5")	\$0.00	1	1/4398046511104 Page (3" x 5")	\$0.00	1	1/8796093022208 Page (3" x 5")	\$0.00	1	1/17592186044416 Page (3" x 5")	\$0.00	1	1/35184372088832 Page (3" x 5")	\$0.00	1	1/70368744177664 Page (3" x 5")	\$0.00	1	1/140737488355328 Page (3" x 5")	\$0.00	1	1/281474976710656 Page (3" x 5")	\$0.00	1	1/562949953421312 Page (3" x 5")	\$0.00	1	1/1125899906842624 Page (3" x 5")	\$0.00	1	1/2251799813685248 Page (3" x 5")	\$0.00	1	1/4503599627370496 Page (3" x 5")	\$0.00	1	1/9007199254740992 Page (3" x 5")	\$0.00	1	1/18014398509481984 Page (3" x 5")	\$0.00	1	1/36028797018963968 Page (3" x 5")	\$0.00	1	1/72057594037927936 Page (3" x 5")	\$0.00	1	1/144115188075855872 Page (3" x 5")	\$0.00	1	1/288230376151711744 Page (3" x 5")	\$0.00	1	1/576460752303423488 Page (3" x 5")	\$0.00	1	1/1152921504606846976 Page (3" x 5")	\$0.00	1	1/2305843009213693952 Page (3" x 5")	\$0.00	1	1/4611686018427387904 Page (3" x 5")	\$0.00	1	1/9223372036854775808 Page (3" x 5")	\$0.00	1	1/18446744073709551616 Page (3" x 5")	\$0.00	1	1/36893488147419103232 Page (3" x 5")	\$0.00	1	1/73786976294838206464 Page (3" x 5")	\$0.00	1	1/147573952589676412928 Page (3" x 5")	\$0.00	1	1/295147905179352825856 Page (3" x 5")	\$0.00	1	1/590295810358705651712 Page (3" x 5")	\$0.00	1	1/1180591620717411303424 Page (3" x 5")	\$0.00	1	1/2361183241434822606848 Page (3" x 5")	\$0.00	1	1/4722366482869645213696 Page (3" x 5")	\$0.00	1	1/9444732965739290427392 Page (3" x 5")	\$0.00	1	1/18889465931478580854784 Page (3" x 5")	\$0.00	1	1/37778931862957161709568 Page (3" x 5")	\$0.00	1	1/75557863725914323419136 Page (3" x 5")	\$0.00	1	1/151115727451828646838272 Page (3" x 5")	\$0.00	1	1/302231454903657293676544 Page (3" x 5")	\$0.00	1	1/604462909807314587353088 Page (3" x 5")	\$0.00	1	1/1208925819614629174706176 Page (3" x 5")	\$0.00	1	1/2417851639229258349412352 Page (3" x 5")	\$0.00	1	1/4835703278458516698824704 Page (3" x 5")	\$0.00	1	1/9671406556917033397649408 Page (3" x 5")	\$0.00	1	1/19342813113834066795298816 Page (3" x 5")	\$0.00	1	1/38685626227668133590597632 Page (3" x 5")	\$0.00	1	1/77371252455336267181195264 Page (3" x 5")	\$0.00	1	1/154742504910672534362390528 Page (3" x 5")	\$0.00	1	1/309485009821345068724781056 Page (3" x 5")	\$0.00	1	1/618970019642690137449562112 Page (3" x 5")	\$0.00	1	1/1237940039285380274899124224 Page (3" x 5")	\$0.00	1	1/2475880078570760549798248448 Page (3" x 5")	\$0.00	1	1/4951760157141521099596496896 Page (3" x 5")	\$0.00	1	1/9903520314283042199192993792 Page (3" x 5")	\$0.00	1	1/19807040628566084398385987584 Page (3" x 5")	\$0.00	1	1/39614081257132168796771975168 Page (3" x 5")	\$0.00	1	1/79228162514264337593543950336 Page (3" x 5")	\$0.00	1	1/158456325028528675187087900672 Page (3" x 5")	\$0.00	1	1/316912650057057350374175801344 Page (3" x 5")	\$0.00	1	1/633825300114114700748351602688 Page (3" x 5")	\$0.00	1	1/1267650600228229401496703205376 Page (3" x 5")	\$0.00	1	1/2535301200456458802993406410752 Page (3" x 5")	\$0.00	1	1/5070602400912917605986812821504 Page (3" x 5")	\$0.00	1	1/10141204801825835211973625643008 Page (3" x 5")	\$0.00	1	1/20282409603651670423947251286016 Page (3" x 5")	\$0.00	1	1/40564819207303340847894502572032 Page (3" x 5")	\$0.00	1	1/81129638414606681695789005144064 Page (3" x 5")	\$0.00	1	1/162259276829213363391578010288128 Page (3" x 5")	\$0.00	1	1/324518553658426726783156020576256 Page (3" x 5")	\$0.00	1	1/649037107316853453566312041152512 Page (3" x 5")	\$0.00	1	1/1298074214633706907132624082305024 Page (3" x 5")	\$0.00	1	1/2596148429267413814265248164610048 Page (3" x 5")	\$0.00	1	1/5192296858534827628530496329220096 Page (3" x 5")	\$0.00	1	1/10384593717069655257060992658440192 Page (3" x 5")	\$0.00	1	1/20769187434139310514121985316880384 Page (3" x 5")	\$0.00	1	1/41538374868278621028243970633760768 Page (3" x 5")	\$0.00	1	1/83076749736557242056487941267521536 Page (3" x 5")	\$0.00	1	1/166153499473114484112975882535042672 Page (3" x 5")	\$0.00	1	1/332306998946228968225951765070085344 Page (3" x 5")	\$0.00	1	1/664613997892457936451903530140170688 Page (3" x 5")	\$0.00	1	1/1329227995784915872903807060280341376 Page (3" x 5")	\$0.00	1	1/2658455991569831745807614120560682752 Page (3" x 5")	\$0.00	1	1/5316911983139663491615228241121365504 Page (3" x 5")	\$0.00	1	1/10633823966279326983230456482242731008 Page (3" x 5")	\$0.00	1	1/21267647932558653966460912964485462016 Page (3" x 5")	\$0.00	1	1/42535295865117307932921825928970924032 Page (3" x 5")	\$0.00	1	1/85070591730234615865843651857941848064 Page (3" x 5")	\$0.00	1	1/170141183460469231731687303715883696128 Page (3" x 5")	\$0.00	1	1/340282366920938463463374607431767392256 Page (3" x 5")	\$0.00	1	1/680564733841876926926749214863534784512 Page (3" x 5")	\$0.00	1	1/1361129467683753853853498429727069569024 Page (3" x 5")	\$0.00	1	1/2722258935367507707706996859454139138048 Page (3" x 5")	\$0.00	1	1/5444517870735015415413993718908278276096 Page (3" x 5")	\$0.00	1	1/10889035741470030830827987437816556552192 Page (3" x 5")	\$0.00	1	1/21778071482940061661655974875633113104384 Page (3" x 5")	\$0.00	1	1/43556142965880123323311949751266226208768 Page (3" x 5")	\$0.00	1	1/87112285931760246646623899502532452417536 Page (3" x 5")	\$0.00	1	1/174224571863520493293247799005064844835072 Page (3" x 5")	\$0.00	1	1/348449143727040986586495598010129689670144 Page (3" x 5")	\$0.00	1	1/696898287454081973172991196020259379340288 Page (3" x 5")	\$0.00	1	1/1393796574908163946345982320040518758800576 Page (3" x 5")	\$0.00	1	1/2787593149816327892691964640081037517601152 Page (3" x 5")	\$0.00	1	1/5575186299632655785383929280162075035202304 Page (3" x 5")	\$0.00	1	1/11150372599265311570767858560324150070404608 Page (3" x 5")	\$0.00	1	1/22300745198530623141535717120648300140809216 Page (3" x 5")	\$0.00	1	1/44601490397061246283071434241296600281618432 Page (3" x 5")	\$0.00	1	1/89202980794122492566142868482593200563236864 Page (3" x 5")	\$0.00	1	1/178405961588244985132285736965186401126473728 Page (3" x 5")	\$0.00	1	1/356811923176489970264571473930372802252947456 Page (3" x 5")	\$0.00	1	1/713623846352979940529142947860745604505894912 Page (3" x 5")	\$0.00	1	1/1427247692705959881058285895721491209011789824 Page (3" x 5")	\$0.00	1	1/2854495385411919762116571791442982418002379648 Page (3" x 5")	\$0.00	1	1/5708990770823839524233143582885964360047593792 Page (3" x 5")	\$0.00	1	1/11417981541647679048466287165771928720095187584 Page (3" x 5")	\$0.00	1	1/22835963083295358096932574331543857440190375168 Page (3" x 5")	\$0.00	1	1/45671926166590716193865148663087716800380750336 Page (3" x 5")	\$0.00	1	1/91343852333181432387730297326175433600761500672 Page (3" x 5")	\$0.00	1	1/182687704666362864775460594652350867201523001344 Page (3" x 5")	\$0.00	1	1/365375409332725729550921189304701734403046002688 Page (3" x 5")	\$0.00	1	1/730750818665451459101842378609403468806092005376 Page (3" x 5")	\$0.00	1	1/1461501637330902918203684757218806937612184010752 Page (3" x 5")	\$0.00	1	1/2923003274661805836407369514437613875224368021504 Page (3" x 5")	\$0.00	1	1/5846006549323611672814739028875227750448736043008 Page (3" x 5")	\$0.00	1	1/11692013098647223345629478057750455500897472086016 Page (3" x 5")	\$0.00	1	1/23384026193294446691258956115500911001794944172032 Page (3" x 5")	\$0.00	1	1/46768052386588893382517912231001822003589888344064 Page (3" x 5")	\$0.00	1	1/93536104773177786765035824462003644007179776688128 Page (3" x 5")	\$0.00	1	1/187072209546355573530071648924007288014359553376256 Page (3" x 5")	\$0.00	1	1/374144419092711147060143297848014576028719106752512 Page (3" x 5")	\$0.00	1	1/748288838185422294120286595696029152057438213505024 Page (3" x 5")	\$0.00	1	1/1496577676370844588240573191392058304114876427010048 Page (3" x 5")	\$0.00	1	1/2993155352741689176481146382784116622297552854020096 Page (3" x 5")	\$0.00	1	1/5986310705483378352962292765568232244595105708040192 Page (3" x 5")	\$0.00	1	1/1197262141096675670592458553113646448919021141608384 Page (3" x 5")	\$0.00	1	1/2394524282193351341184917106227292897838042283216768 Page (3" x 5")	\$0.00	1	1/4789048564386702682369834212454585795676084566433536 Page (3" x 5")	\$0.00	1	1/9578097128773405364739668424909171513352169132867072 Page (3" x 5")	\$0.00	1	1/19156194257546810729479336849818343026704382657334144 Page (3" x 5")	\$0.00	1
Ad Size	Rate	Minimum																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Full Page	\$1,200.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Half Page	\$600.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Quarter Page	\$300.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Eighth Page	\$150.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4 Page (3" x 5")	\$150.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/8 Page (3" x 5")	\$75.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/16 Page (3" x 5")	\$37.50	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/32 Page (3" x 5")	\$18.75	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/64 Page (3" x 5")	\$9.37	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/128 Page (3" x 5")	\$4.69	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/256 Page (3" x 5")	\$2.34	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/512 Page (3" x 5")	\$1.17	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1024 Page (3" x 5")	\$0.59	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2048 Page (3" x 5")	\$0.29	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4096 Page (3" x 5")	\$0.15	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/8192 Page (3" x 5")	\$0.07	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/16384 Page (3" x 5")	\$0.04	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/32768 Page (3" x 5")	\$0.02	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/65536 Page (3" x 5")	\$0.01	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/131072 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/262144 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/524288 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1048576 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2097152 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4194304 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/8388608 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/16777216 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/33554432 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/67108864 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/134217728 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/268435456 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/536870912 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1073741824 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2147483648 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4294967296 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/8589934592 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/17179869184 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/34359738368 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/68719476736 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/137438953472 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/274877906944 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/549755813888 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1099511627776 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2199023255552 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4398046511104 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/8796093022208 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/17592186044416 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/35184372088832 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/70368744177664 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/140737488355328 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/281474976710656 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/562949953421312 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1125899906842624 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2251799813685248 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4503599627370496 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9007199254740992 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/18014398509481984 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/36028797018963968 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/72057594037927936 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/144115188075855872 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/288230376151711744 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/576460752303423488 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1152921504606846976 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2305843009213693952 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4611686018427387904 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9223372036854775808 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/18446744073709551616 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/36893488147419103232 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/73786976294838206464 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/147573952589676412928 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/295147905179352825856 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/590295810358705651712 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1180591620717411303424 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2361183241434822606848 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4722366482869645213696 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9444732965739290427392 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/18889465931478580854784 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/37778931862957161709568 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/75557863725914323419136 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/151115727451828646838272 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/302231454903657293676544 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/604462909807314587353088 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1208925819614629174706176 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2417851639229258349412352 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4835703278458516698824704 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9671406556917033397649408 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/19342813113834066795298816 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/38685626227668133590597632 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/77371252455336267181195264 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/154742504910672534362390528 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/309485009821345068724781056 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/618970019642690137449562112 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1237940039285380274899124224 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2475880078570760549798248448 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4951760157141521099596496896 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9903520314283042199192993792 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/19807040628566084398385987584 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/39614081257132168796771975168 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/79228162514264337593543950336 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/158456325028528675187087900672 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/316912650057057350374175801344 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/633825300114114700748351602688 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1267650600228229401496703205376 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2535301200456458802993406410752 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5070602400912917605986812821504 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/10141204801825835211973625643008 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/20282409603651670423947251286016 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/40564819207303340847894502572032 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/81129638414606681695789005144064 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/162259276829213363391578010288128 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/324518553658426726783156020576256 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/649037107316853453566312041152512 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1298074214633706907132624082305024 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2596148429267413814265248164610048 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5192296858534827628530496329220096 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/10384593717069655257060992658440192 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/20769187434139310514121985316880384 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/41538374868278621028243970633760768 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/83076749736557242056487941267521536 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/166153499473114484112975882535042672 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/332306998946228968225951765070085344 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/664613997892457936451903530140170688 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1329227995784915872903807060280341376 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2658455991569831745807614120560682752 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5316911983139663491615228241121365504 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/10633823966279326983230456482242731008 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/21267647932558653966460912964485462016 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/42535295865117307932921825928970924032 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/85070591730234615865843651857941848064 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/170141183460469231731687303715883696128 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/340282366920938463463374607431767392256 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/680564733841876926926749214863534784512 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1361129467683753853853498429727069569024 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2722258935367507707706996859454139138048 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5444517870735015415413993718908278276096 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/10889035741470030830827987437816556552192 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/21778071482940061661655974875633113104384 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/43556142965880123323311949751266226208768 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/87112285931760246646623899502532452417536 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/174224571863520493293247799005064844835072 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/348449143727040986586495598010129689670144 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/696898287454081973172991196020259379340288 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1393796574908163946345982320040518758800576 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2787593149816327892691964640081037517601152 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5575186299632655785383929280162075035202304 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/11150372599265311570767858560324150070404608 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/22300745198530623141535717120648300140809216 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/44601490397061246283071434241296600281618432 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/89202980794122492566142868482593200563236864 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/178405961588244985132285736965186401126473728 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/356811923176489970264571473930372802252947456 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/713623846352979940529142947860745604505894912 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1427247692705959881058285895721491209011789824 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2854495385411919762116571791442982418002379648 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5708990770823839524233143582885964360047593792 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/11417981541647679048466287165771928720095187584 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/22835963083295358096932574331543857440190375168 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/45671926166590716193865148663087716800380750336 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/91343852333181432387730297326175433600761500672 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/182687704666362864775460594652350867201523001344 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/365375409332725729550921189304701734403046002688 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/730750818665451459101842378609403468806092005376 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1461501637330902918203684757218806937612184010752 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2923003274661805836407369514437613875224368021504 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5846006549323611672814739028875227750448736043008 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/11692013098647223345629478057750455500897472086016 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/23384026193294446691258956115500911001794944172032 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/46768052386588893382517912231001822003589888344064 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/93536104773177786765035824462003644007179776688128 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/187072209546355573530071648924007288014359553376256 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/374144419092711147060143297848014576028719106752512 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/748288838185422294120286595696029152057438213505024 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1496577676370844588240573191392058304114876427010048 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2993155352741689176481146382784116622297552854020096 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/5986310705483378352962292765568232244595105708040192 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/1197262141096675670592458553113646448919021141608384 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/2394524282193351341184917106227292897838042283216768 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/4789048564386702682369834212454585795676084566433536 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/9578097128773405364739668424909171513352169132867072 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1/19156194257546810729479336849818343026704382657334144 Page (3" x 5")	\$0.00	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															



Facebook Ads	\$1.35	\$8.60
Instagram Ads	\$3.56	\$8.96
Twitter Ads	\$0.38	\$6.46
LinkedIn Ads	\$5.26	\$6.59
Pinterest Ads	\$1.50	\$30

<u>Newspaper</u>	<u>DMA Area</u>	<u>Rates</u>
Academy Spirit	Colorado Springs, CO	\$13.00
Black Forest News & Palmer Divide Pioneer	Colorado Springs, CO	\$5.00
Colorado Springs Independent	Colorado Springs, CO	\$25.00
Gazette	Colorado Springs, CO	\$117.00
Hispania News	Colorado Springs, CO	\$15.00
Satellite Flyer	Colorado Springs, CO	\$8.00
Space Guardian	Colorado Springs, CO	\$15.00
Westside Pioneer	Colorado Springs, CO	\$7.00

*\*Note:* these are for only colorado springs and I didn't bother researching farther reaching newspapers because those are both way too expensive, and wouldn't apply as Code 3 only works in the colorado springs area.

### ***SECTION III: NEW MARKETING MATERIALS***

#### **GOOGLE AD WORK**

**Date of Private Meeting** (Wade Poltenovage, Cameron Shaffer): April 6 2023, 11:15 am - 12:45

#### **Ad Summary:**

The Google Ad campaign that we created for Mr. Shaffer involves a description of his business and services, targets the El Paso County area, links back to the Code 3 Christmas Lights website, and tracks the conversion of how many people will go from the ad to getting a quote.

#### **Included Content:**

The content included in MR. Shaffers ad campaign includes multiple descriptions of his businesses services, key words to improve ad recommendations, a link to his website, and images of his prior work.

#### **Process of Creation:**

The ad was created using Google Ads step by step process that walks the user through selecting a target area, inputting keywords, descriptions, and website links to the program. I then went through and implemented a google conversion metric for it to track by taking the conversion code and implementing it into Mr. Shaffers website. I finished by adding additional images of Mr. Shaffer's prior work to the ads to increase visual engagement.

#### **Login Information:**

The Google Ad is directly connected to Mr. Shaffer's business account and has been ensured that he has direct access.

**Video Tutorials:**

The client was provided a series of video tutorials pertaining to the management of their Google Ad, sent via email on April 28th, 2023. Should the client misplace their copy, please contact Wade Poltenovage (contact details shown in ITEM I) for an additional copy.

POSTERS





**Code 3 Christmas Lights**

**Santa Claus**

**-Example Text-**

**Expert Quality Installation & Design**

**Competitive Pricing**

**Get a Free Quote Today!**

**123.456.7890**



# Christmas Light Installation

## Impress Santa this Year!

Get a Quote Today  
Call

123-456-7890



REVIEW CARDS



**Thank You for  
making magic  
with us!**

*Loved our service?  
Please give us your  
feedback!*

Website:  
Code3christmaslights  
.com  
Phone Number:  
(719) 300-1515

***Give us a google review  
by scanning here:***



***Or by searching:  
"Code 3 christmas  
Lights" on your device***





*Thank You for  
making magic*

Website:  
Code3christmaslights  
.com  
Phone Number:  
(719) 300-1515

*with us!*  
*Loved our service?*  
*Please give us your*  
*feedback!*

*Give us a google review  
by scanning here:*



*Or by searching:*  
*"Code 3 christmas*  
*Lights" on your device*

BUSINESS CARD

Front Set



M  
I  
X

Back Set

LOOKING TO LIGHT UP YOUR HOME OR BUSINESS FOR THE HOLIDAYS?

CODE 3 CHRISTMAS LIGHTS IS:

- \* ALL-INCLUSIVE
- \* FULLY-INSURED
- \* COMMERCIAL & RESIDENTIAL
- \* USING CUSTOM-FIT LEDS
- \* PROFESSIONAL INSTALLERS





SCAN THE QR CODE ABOVE TO GET YOUR FREE QUOTE TODAY!



&

M  
A  
T  
C  
H  
!

LOOKING TO LIGHT UP YOUR HOME OR BUSINESS FOR THE HOLIDAYS?

CODE 3 CHRISTMAS LIGHTS IS:

- \* ALL-INCLUSIVE
- \* FULLY-INSURED
- \* COMMERCIAL & RESIDENTIAL
- \* USING CUSTOM-FIT LEDS
- \* PROFESSIONAL INSTALLERS





SCAN THE QR CODE ABOVE TO GET YOUR FREE QUOTE TODAY!



LOOKING TO LIGHT UP YOUR HOME OR BUSINESS FOR THE HOLIDAYS?

CODE 3 CHRISTMAS LIGHTS IS:

- \* ALL-INCLUSIVE
- \* FULLY-INSURED
- \* COMMERCIAL & RESIDENTIAL
- \* USING CUSTOM-FIT LEDS
- \* PROFESSIONAL INSTALLERS





SCAN THE QR CODE ABOVE TO GET YOUR FREE QUOTE TODAY!

POST CARD

Front  
Sections



Back  
Sections

 <p><b>TO:</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>WANT US TO LIGHT UP YOUR HOME OR BUSINESS DURING THE HOLIDAYS? SCAN THE QR CODE BELOW TO GET YOUR <b>FREE</b> QUOTE TODAY!</p> 
---	---

**END OF FINAL REPORT**