



A CARNEGIE COMPANY

Proposal - 2024-2025 Annual Plan**Montgomery County Community College**

340 DeKalb Pike
Blue Bell, PA, USA

Date: 08/05/24**Push for Winter/Spring 2025**

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - High School T1: Geofencing Addresses - High School Juniors and Seniors Targeting addresses from purchased list (Class of '25 and '26 in service area) to capture IDs and serve ads utilizing display banner creative; List estimate: 4,340 For purchased list, the Client will receive a copy. T2: Geofencing Locations- High Schools Community locations including high schools in the service area, to capture device IDs and serve ads utilizing display banner creative; List of locations to be recommended by CLARUS and in consultation with the Client.	2	09/01/24	\$2,718.80	\$5,437.60		
Video - High School Delivery of programmatic video ads served via geofencing tactics to reach High School Juniors & Seniors (purchased list) in the College's service area.	2	09/01/24	\$271.89	\$543.78		
Snapchat - High School Delivery of image or video mobile ads between Snapchat stories to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Purchased List of High School Juniors & Seniors	2	09/01/24	\$336.36	\$672.72		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
List Purchase Purchase of a list of High School Juniors and Seniors for use in campaign for addressable geofencing; List Estimate: 4,466	1		\$0	\$1,950		
Display - Winter Session T1: Geofencing Addresses - Winter Session Prospects Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 8,000 T2: Geofencing Addresses - COVID Seniors Targeting addresses from purchased list (Class of '20, '21, '22) to capture IDs and serve ads utilizing display banner creative; List estimate: 17,000	2.5	10/03/24	\$15,768.40	\$39,421		
List Purchase Purchase of a list of COVID Seniors for use in campaign for geofencing; List Estimate: 20,999	1		\$0	\$5,829		
Display - Funnel Audiences T1: Geofencing Addresses - Prospects Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,500 T2: Geofencing Addresses - Applicants Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,500 T3: Geofencing Addresses - Current Students Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 5,000 T4: Geofencing Addresses - Stopouts Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 4,000	3	10/26/24	\$7,638.02	\$22,914.06		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Video - Funnel Audiences Delivery of programmatic video ads served via geofencing tactics to funnel audiences (Prospects, Applicants, Current Students, Stopouts) in the College's service area.	3	10/26/24	\$3,025.36	\$9,076.08		
Est. Conversions						
Total						\$85,844.24

Push for Summer/Fall 2025

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - High School T1: Geofencing Addresses - Dual-Enrolled Seniors Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,000 T2: Geofencing Addresses - High School Seniors Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,983	2	02/01/25	\$2,934.10	\$5,868.20		Dual-enrollment and High School Seniors campaigns will have different messaging/ CTAs.
Video - High School Delivery of programmatic video ads served via geofencing tactics to reach High School Seniors (purchased list) in the College's service area.	2	02/01/25	\$695.73	\$1,391.46		
Snapchat - High School Delivery of image or video mobile ads between Snapchat stories to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Purchased List of High School Seniors	2	02/01/25	\$393.32	\$786.64		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Funnel Audiences T1: Geofencing Addresses - Prospects Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,500 T2: Geofencing Addresses - Applicants Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 2,500 T3: Geofencing Addresses - Current Students Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 5,000 T4: Geofencing Addresses - Stopouts Targeting addresses from College-provided list to capture IDs and serve ads utilizing display banner creative; List estimate: 4,000	4	03/06/25	\$8,173.62	\$32,694.48		
Video - Funnel Audiences Delivery of programmatic video ads served via geofencing tactics to funnel audiences (Prospects, Applicants, Current Students, Stopouts) in the College's service area.	4	03/06/25	\$3,237.51	\$12,950.04		
Display - Adults T1: Site - Audience Builder - Adults Target individual homes in the College's service area with 18-34 ages present, HS/some college, and low average household income and serve ads utilizing display banner creative; Curated under "Adult Audience"; Est. Size: 5,370 T2: Geofencing Addresses - COVID Seniors Targeting addresses from purchased list (Class of '20, '21, '22) to capture IDs and serve ads utilizing display banner creative; List estimate: 17,000	3.5	03/21/25	\$13,012.45	\$45,543.58		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Video - Adults Delivery of programmatic video ads served via geofencing tactics to reach adults (18-34, HS/some college, low average HHI) in the College's service area.	3.5	03/21/25	\$1,237.27	\$4,330.44		
Social Display - Adults Delivery of digital ads created from a social media post link to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Ads can be created from Facebook, Instagram, Twitter, LinkedIn, or TikTok post links. Target Audience: 18-34, HS/some college, low average HHI	3.5	03/21/25	\$430.38	\$1,506.33		
CTV - Adults Delivery of video ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area via connected TV devices. Target Audience: 18-34, HS/some college, low average HHI	3.5	03/21/25	\$1,732.73	\$6,064.56		
Meta - Adults Delivery of image or video ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area on both Facebook and Instagram platforms. Target Audience: 18-34, HS/some college	3.5	03/21/25	\$388.56	\$1,359.96		
Display - Pathways T1: Site - Audience Builder - Business Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>2024-08 Business Pathway</i> ; Est. Size: 4,500 T2: Geofencing Addresses - Business Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 300	3	04/01/25	\$3,053.88	\$9,161.64		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Pathways T1: Site - Audience Builder - Creative Arts Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under 2024-09 Creative Arts Pathway; Est. Size: 3,800 T2: Geofencing Addresses - Creative Arts Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 350	3	04/01/25	\$2,485.02	\$7,455.06		
Display - Pathways T1: Site - Audience Builder - Culinary And Hospitality Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under 2024-10 Culinary and Hospitality Pathway; Est. Size: 4,000 T2: Geofencing Addresses - Culinary And Hospitality Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 650	3	04/01/25	\$2,784.42	\$8,353.26		
Display - Pathways T1: Site - Audience Builder - Education Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under 2024-10 Culinary and Hospitality Pathway; Est. Size: 4,800 T2: Geofencing Addresses - Education Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 300	3	04/01/25	\$2,994	\$8,982		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Pathways T1: Site - Audience Builder - Engineering And Technology Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>2024-12 Engineering and Technology Pathway</i> ; Est. Size: 4,000 T2: Geofencing Addresses - Engineering And Technology Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 750	3	04/01/25	\$2,844.30	\$8,532.90		
Display - Pathways T1: Site - Audience Builder - Health Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>AP: Health Pathway</i> ; Est. Size: 2,400 T2: Geofencing Addresses - Health Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 2,700	3	04/01/25	\$3,053.88	\$9,161.64		
Display - Pathways T1: Site - Audience Builder - Liberal Studies Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>2024-14 Liberal Studies Pathway</i> ; Est. Size: 2,500 T2: Geofencing Addresses - Liberal Studies Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 150	3	04/01/25	\$2,814.35	\$8,443.05		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Pathways T1: Site - Audience Builder - Public And Social Services Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>AP: Public and Social Pathways</i> ; Est. Size: 2,000 T2: Geofencing Addresses - Public And Social Services Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 300	3	04/01/25	\$1,377.25	\$4,131.75		
Display - Pathways T1: Site - Audience Builder -Science And Math Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>2024-16 Science and Math Pathway</i> ; Est. Size: 4,000 T2: Geofencing Addresses - Science And Math Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 400	3	04/01/25	\$2,664.65	\$7,993.95		
Display - Pathways T1: Site - Audience Builder - Online Pathway Target individual homes in the College's service area with interests related to pathway programs and serve ads utilizing display banner creative; Curated under <i>2024-16 Science and Math Pathway</i> ; Est. Size: 2,600 T2: Geofencing Addresses - Online Pathway WebID Lists Targeting addresses from purchased list (relevant pathway pages) to capture IDs and serve ads utilizing display banner creative; List estimate: 350	3	04/01/25	\$1,766.45	\$5,299.35		

Est. Conversions	
Total	\$190,010.29

No timelines or deadlines can be offered until a contract is signed.
Approved travel and material expenses (printing, supplies, transportation, etc.) are billed in addition to fee.
All proposal scope and price expire after 90 days. Additional terms and conditions will be provided in final contract.