

**San Juan College**

4601 College Boulevard
Farmington, NM, USA

Date: 08/05/24

2024-16 Google Ads

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
PPC Bidding on Google Ads Search inventory targeting users searching on Google for any program or service offered by the College in the College's service area. Campaign will be built, managed and optimized by CLARUS. Ad content and list of keywords will be recommended by CLARUS.	12	07/01/24	\$2,000	\$24,000		
Est. Conversions						
Total						\$24,000

2024-17 WebID

Description	Term (Months)	Start Date	Item Total	Est. Conversions	Notes
WebID Capture anonymous website visitors to the College's website and provide addresses of those individuals. Suppression of the College's URL will be utilized to eliminate the current employees and the current students from the resolution of the individuals captured. Pixel placement on the College's website is required. Annual fee for up to 500 addresses per month with an option to purchase additional at \$70 CPM. College receives lists for marketing purposes. Annual contract provides Client with dashboard access.	12	07/01/24	\$7,200		
Est. Conversions					
Total					\$7,200

2024-18 Funnel Fall 2024

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Prospects - Display-Geofencing Addresses Targeting addresses from College Prospect List to capture IDs and serve ads utilizing display banner creative; List estimate: 3,771 T2: Applicants - Display-Geofencing Addresses Targeting addresses from College Applicant List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,762 T3: Current Students - Display-Geofencing Addresses Targeting addresses from College Current Student List to capture IDs and serve ads utilizing display banner creative; List estimate: 947 T4: Stopouts - Display-Geofencing Addresses Targeting addresses from College Stopouts List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,946 T5: GED/CE Completers - Display-Geofencing Addresses Targeting addresses from College GED/CE Completers List to capture IDs and serve ads utilizing display banner creative; List estimate: 150 T6: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	07/22/24	\$5,135.30	\$5,135.30		Estimated Impressions: 514,560
Est. Conversions						
Total						\$5,135.30

2024-19 Hispanic Households

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Spanish-Speakers - Display-Site Audience Builder Target individual homes in the College's service area with Spanish-speakers present, and serve ads utilizing display banner creative; Estimated number of homes: 4,119 T2: Display-Geofencing Locations Community locations including businesses serving predominantly Hispanic audiences, such as carnicerias, Mexican food providers, bilingual service companies, etc., 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. T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	07/22/24	\$3,546.70	\$3,546.70		Estimated Impressions: 355,380
Spotify Delivery of 15- or 30-second streaming audio ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Hispanic Households	1	07/22/24	\$594	\$594		Estimated Impressions: 18,000
Est. Conversions						
Total						\$4,140.70

2024-20 High School Seniors

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: High School Seniors 2025 - Display-Geofencing Addresses Targeting addresses from High School Senior (Class of 2025) list to capture IDs and serve ads utilizing display banner creative; List estimate: 561; For purchased list, the Client will receive a copy. T2: High Schools - Display-Geofencing Locations Targeting High Schools in the 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. T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	11/11/24	\$4,491	\$4,491		Estimated Impressions: 450,000
Video Delivery of programmatic video ads served via geofencing tactics, search tactics, or site retargeting tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area.	1	11/11/24	\$1,581.21	\$1,581.21		Estimated Impressions: 40,000
Snapchat 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: High School Seniors in the service area	1	11/11/24	\$533.10	\$533.10		Estimated Impressions: 29,617
List Purchase Purchase of a list of High School Seniors (2025) for use in campaign for addressable geofencing; List Estimate: 561	1		\$0	\$1,105.50		
Est. Conversions						
Total					\$7,710.81	

2024-21 Hispanic Households

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Spanish-Speakers - Display-Site Audience Builder Target individual homes in the College's service area with Spanish-speakers present, and serve ads utilizing display banner creative; Estimated number of homes: 4,119 T2: Display-Geofencing Locations Community locations including businesses serving predominantly Hispanic audiences, such as carnicerias, Mexican food providers, bilingual service companies, etc., 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. T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	11/11/24	\$3,546.70	\$3,546.70		Estimated Impressions: 355,380
Spotify Delivery of 15- or 30-second streaming audio ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Hispanic Households	1	11/11/24	\$594	\$594		Estimated Impressions: 18,000
Est. Conversions						
Total						\$4,140.70

2024-22 Funnel Spring 2025

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Applicants - Display-Geofencing Addresses Targeting addresses from College Applicant List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,762 T2: Current Students - Display-Geofencing Addresses Targeting addresses from College Current Student List to capture IDs and serve ads utilizing display banner creative; List estimate: 947 T3: StopOuts - Display-Geofencing Addresses Targeting addresses from College Stopouts List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,946 T4: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	11/11/24	\$2,855.08	\$2,855.08		Estimated Impressions: 286,080
Video Delivery of programmatic video ads served via geofencing tactics, search tactics, or site retargeting tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area.	1	11/11/24	\$988.25	\$988.25		Estimated Impressions: 25,000
Est. Conversions						
Total						\$3,843.33

2024-23 High School Seniors 2025

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Dual Enrolled Seniors - Display-Geofencing Addresses Targeting addresses from College Dual-Enrolled Senior list to capture IDs and serve ads utilizing display banner creative; List estimate: 1,074 T2: High School Seniors 2025 - Display-Geofencing Addresses Targeting addresses from High School Senior (Class of 2025) list to capture IDs and serve ads utilizing display banner creative; List estimate: 561 T3: High Schools - Display-Geofencing Locations Targeting High Schools in the 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. T4: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	2	03/03/25	\$3,698.45	\$7,396.90		Estimated Impressions: 741,172
Video Delivery of programmatic video ads served via geofencing tactics, search tactics, or site retargeting tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area.	2	03/03/25	\$1,581.21	\$3,162.42		Estimated Impressions: 80,000
Snapchat 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: High School Seniors in the service area	2	03/03/25	\$593.33	\$1,186.66		Estimated Impressions: 65,925
Est. Conversions						
Total						\$11,745.98

2024-24 Funnel SU FA 25

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Prospects - Display-Geofencing Addresses Targeting addresses from College Prospect List to capture IDs and serve ads utilizing display banner creative; List estimate: 3,771 T2: Applicants - Display-Geofencing Addresses Targeting addresses from College Applicant List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,762 T3: Current Students - Display-Geofencing Addresses Targeting addresses from College Current Student List to capture IDs and serve ads utilizing display banner creative; List estimate: 947 T4: Stopouts - Display-Geofencing Addresses Targeting addresses from College Stopouts List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,946 T5: GED/CE Completers - Display-Geofencing Addresses Targeting addresses from College GED/CE Completers List to capture IDs and serve ads utilizing display banner creative; List estimate: 150 T6: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	05/30/25	\$5,135.30	\$5,135.30		Estimated Impressions: 514,560
Est. Conversions						
Total						\$5,135.30

2024-25 COVID Seniors

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Geofencing Addresses: COVID Seniors - Display-Geofencing Addresses Targeting addresses from College list of COVID Seniors (Classes of 2022-2024) to capture IDs and serve ads utilizing display banner creative; List estimate: 3,399 T2: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	2	05/01/25	\$2,069.25	\$4,138.50		Estimated Impressions: 414,678
Video Delivery of programmatic video ads served via geofencing tactics, search tactics, or site retargeting tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area.	2	05/01/25	\$395.30	\$790.60		Estimated Impressions: 20,000
Snapchat 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: COVID Senior List (2022-2024)	2	05/01/25	\$406.68	\$813.36		Estimated Impressions: 45,185
Est. Conversions						
Total						\$5,742.46

2024-26 Hispanic Households

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Spotify Delivery of 15- or 30-second streaming audio ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Hispanic Households	1	05/30/25	\$594	\$594		Estimated Impressions: 18,000

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Spanish-Speakers - Display-Site Audience Builder Target individual homes in the College's service area with Spanish-speakers present, and serve ads utilizing display banner creative; Estimated number of homes: 4,119 T2: Display-Geofencing Locations Community locations including businesses serving predominantly Hispanic audiences, such as carnicerias, Mexican food providers, bilingual service companies, etc., 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. T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	05/30/25	\$3,546.70	\$3,546.70		Estimated Impressions: 355,380
Est. Conversions						
Total						\$4,140.70

2024-27 Arts, Communication, & Humanities

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Display-Site Audience Builder Target individual homes in service area with adults 18 to 34 with high school only with interest in arts and crafts, cultural arts, movies, photography, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T2: Display-Search Optimized Audience Serving ads to individuals utilizing display banner creative in the College's service area in an audience segment based on their internet data and behavior within a category of ads they have previously engaged with. Optimized audience: arts_entertainment_optimized_audience T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	03/24/25	\$2,794.40	\$2,794.40		Estimated Impressions: 280,000
Est. Conversions						
Total					\$2,794.40	

2024-28 Business/IT

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Display-Site Audience Builder Target individual homes in service area with adults 18 to 34 with high school only with interest in electronics, computer reading, computer games, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T2: Display-Search Optimized Audience Serving ads to individuals utilizing display banner creative in the College's service area in an audience segment based on their internet data and behavior within a category of ads they have previously engaged with. Optimized audience: education_training_optimized_audience T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	04/14/25	\$2,794.40	\$2,794.40		Estimated Impressions: 280,000
Est. Conversions						
Total					\$2,794.40	

2024-29 Energy, Manufacturing, & Transportation

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Display-Site Audience Builder Target individual homes in service area with adults 18 to 34 with high school only with interest in DIY, great outdoors, auto work, woodworking, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T2: Display-Search Keywords Capture device IDs of individuals in the College's service area searching online for terms relating to the campaign and serve ads utilizing display banner creative: List of keywords to be recommended by CLARUS, such as Automotive, Truck Driving School, Technical School, etc. T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	05/19/25	\$2,794.40	\$2,794.40		Estimated Impressions: 280,000
Est. Conversions						
Total					\$2,794.40	

2024-30 Health Science/STEM

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Display-Site Audience Builder - Occupations Target individual homes in service area with individuals employed in healthcare fields including CNAs, LPNs, dental assistants, medical assistants, etc. who may want to upskill or individuals employed as mechanics who may want to train for a career in healthcare and serve ads utilizing display banner creative; Estimated number of homes: TBD T2: Display-Site Audience Builder - Interests Target individual homes in service area with adults 18 to 34 with high school only with interest in healthy living, medical reading, science technology reading, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	03/24/25	\$2,794.40	\$2,794.40		Estimated Impressions: 280,000
Est. Conversions						
Total					\$2,794.40	

2024-31 Education, Social Services, & Public Safety

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Display-Site Audience Builder - Education Target individual homes in service area with adults 18 to 34 with high school only with interest in children reading, board games, toys, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T2: Display-Site Audience Builder - Active Adults Active Adults: Target individual homes in service area with adults 18 to 34 with high school only with interest in aerobics, running, fitness, etc. and serve ads utilizing display banner creative; Estimated number of homes: TBD T3: Display-Site Retargeting/Remarketing Capture device IDs of individuals in the College's service area visiting the College's website to retarget and serve ads utilizing display banner creative. Pixel placement required.	1	05/19/25	\$2,794.40	\$2,794.40		Estimated Impressions: 280,000
Est. Conversions						
Total						\$2,794.40

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.