



A CARNEGIE COMPANY

Proposal - School of Energy Promotion**San Juan College**

4601 College Boulevard
Farmington, NM, USA

Date: 08/05/24**School of Energy: General Adults**

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Audience Description - Display-Site Audience Builder Target individual homes in the College's service area with Adults 25-34; HS/Some College present and serve ads utilizing display banner creative; Estimated number of homes: 4,430 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	07/29/24	\$3,343.30	\$6,686.60		
Video Delivery of programmatic video ads served via addressable geofencing tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target audience: Adults ages 25-34; HS/Some College	2	07/29/24	\$1,324.26	\$2,648.52		A/B test two client-provided videos
CTV 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: Adults ages 25-34; HS/Some College	2	07/29/24	\$1,810.27	\$3,620.54		A/B test two client-provided videos

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
YouTube Delivery of video ads on the YouTube platform to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. YouTube video link required. Target audience: Adults with energy program-related interests	2	07/29/24	\$1,840	\$3,680		A/B test two client-provided videos
Est. Conversions						
Total						\$16,635.66

School of Energy: Veterans

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display T1: Veterans - Display-Geofencing Addresses Targeting addresses from purchased Veteran list (18-35 HS/Some College) to capture IDs and serve ads utilizing display banner creative; List estimate: 724 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	07/29/24	\$548.90	\$1,097.80		
Video Delivery of programmatic video ads served via geofencing tactics to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target audience: Veterans ages 18-35; HS/Some College	2	07/29/24	\$207.54	\$415.08		A/B test two client-provided videos
CTV 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: Veterans ages 18-35; HS/Some College	2	07/29/24	\$290.64	\$581.28		A/B test two client-provided videos

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
List Purchase Purchase of a list of Veterans in the service area (18-35 HS/ Some College) or use in campaign for addressable geofencing; List Estimate: 724	1		\$270	\$270		
Est. Conversions						
Total						\$2,364.16

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.