



A CARNEGIE COMPANY

Proposal - Professional Pilot GRANT

College of Southern Maryland

None  
La Plata, MD, USA  
Date: 08/05/24

Ages 18-34

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
<b>Display-Site Audience Builder</b> Target individual homes in the College's service area who are ages 18--34, High School/ Some College, and have travel-related interests and serve ads utilizing display banner creative; Estimated number of homes: 4,191 (AB: Professional Pilot Grant - Fall/ Winter '25)	3	07/01/25	\$2,509.58	\$7,528.74		
<b>Video</b> 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. <b>Target Audience:</b> Ages 18-34; High School/Some College; travel-related interests	3	07/01/25	\$994.01	\$2,982.03		
<b>Meta</b> 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. <b>Target Audience:</b> Ages 18-34; Interest in Aviation/Flight Lessons/Pilot License	3	07/01/25	\$404.44	\$1,213.32		
<b>Est. Conversions</b>						
<b>Total</b>						<b>\$11,724.09</b>

Veterans

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
<b>Display-Geofencing Addresses</b> Targeting addresses from purchased Veteran list to capture IDs and serve ads utilizing display banner creative; List estimate: 5,101; The Client will receive a copy of the purchased list.	2	12/01/25	\$3,105.40	\$6,210.80		
<b>Video</b> Delivery of programmatic video ads served via geofencing tactics to reach individuals from purchased Veteran list in the College's service area.	2	12/01/25	\$1,230.02	\$2,460.04		
<b>List Purchase</b> Purchase of a list of Veterans (Ages 18-34) in the service area for use in campaign for addressable geofencing; List Estimate: 5,101	1		\$450	\$450		
<b>Est. Conversions</b>						
<b>Total</b>						<b>\$9,120.84</b>

Grand Total

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Profressional Pilot 2025	6		\$3,474.14	\$20,844.84		
<b>Est. Conversions</b>						
<b>Total</b>						<b>\$20,844.84</b>

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.