



A CARNEGIE COMPANY

Proposal - Aviation Maintenance 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
Display-Site Audience Builder Target individual homes in the College's service area are ages 18--34, High School/Some College, and have technician-related interests and serve ads utilizing display banner creative; Estimated number of homes: 2,000 (AB: Aviation Maintenance Grant - Fall '26)	3	09/01/26	\$1,197.60	\$3,592.80		
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: Ages 18-34; High School/Some College; technician-related interests	3	09/01/26	\$474.37	\$1,423.11		
Meta 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/Interest in Aviation/Technician	3	09/01/26	\$404.44	\$1,213.32		
Est. Conversions						
Total						\$6,229.23

Veterans

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display-Geofencing Addresses 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	12/01/26	\$3,105.38	\$6,210.76		
List Purchase 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		
Est. Conversions						
Total						\$6,660.76

Grand Total

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Aviation Maintenance 2026	6		\$2,148.33	\$12,889.98		
Est. Conversions						
Total						\$12,889.98

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.