



A CARNEGIE COMPANY

Proposal - FY25 Annual Digital Plan**Kansas City Kansas Community College**

7250 State Avenue

Kansas City, KS, USA

Date: 08/05/24**All Audiences**

Description	Term (Months)	Start Date	Monthly Amount	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.	11	08/01/24	\$0	\$7,200		
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: Individuals in the service area	11	08/01/24	\$601.21	\$6,613.31		
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.	11	08/01/24	\$4,000	\$44,000		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Annual Site Retargeting 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.	11	08/01/24	\$1,197.60	\$13,173.60		
Meta - Retargeting 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: Visitors to the College's website	11	08/01/24	\$404.84	\$4,453.24		
Est. Conversions						
Total						\$75,440.15

Push for Spring 2025

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Fall 8-Week Classes T1: Geofencing Addresses - Prospects Targeting addresses from the College's Prospect list to capture IDs and serve ads utilizing display banner creative; List estimate: 8,000	1.5	09/01/24	\$4,471.05	\$6,706.58		
Snapchat - Fall 8-Week Classes 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: Prospect list	1.5	09/01/24	\$382.22	\$573.33		
Display - High School T1: Geofencing Addresses - High School Seniors/ Parents Targeting addresses from College's High School Senior/ Parent list to capture IDs and serve ads utilizing display banner creative; List estimate: 1,600	3	10/01/24	\$968.72	\$2,906.16		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Video - High School Delivery of programmatic video ads served via geofencing tactics to reach individuals matching the target audience in the College's service area. Target Audience: High School Senior/Parent list	3	10/01/24	\$383.69	\$1,151.07		
Display - Funnel T1: Geofencing Addresses - Applicants Targeting addresses from the College's applicant list to capture IDs and serve ads utilizing display banner creative; List estimate: 6,600 T2: Geofencing Addresses - Current Students Targeting addresses from the College's current student list to capture IDs and serve ads utilizing display banner creative; List estimate: 3,300 T3: Geofencing Addresses - Stopouts Targeting addresses from the College's stopout list to capture IDs and serve ads utilizing display banner creative; List estimate: 10,700	2	11/01/24	\$12,335.28	\$24,670.56		
Display - Hispanic/Spanish-Speakers T1: Site - Audience Builder - Hispanic/Spanish-Speakers Target individual homes in the College's service area with hispanic or spanish-speaking individuals present and serve ads utilizing display banner creative; Curated under "Annual Plan 24-25 - Hispanic Households"; Est. Size: 10,949	2	10/01/24	\$6,556.25	\$13,112.50		
Spotify - Spanish-Speakers 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: Spanish-Speakers	2	10/01/24	\$786.90	\$1,573.80		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - WebID Retargeting T1: Geofencing Addresses - WebID Retargeting Targeting addresses from WebID list from August and September to capture IDs and serve ads utilizing display banner creative; List estimate: 1,000	2	10/01/24	\$598.80	\$1,197.60		
Est. Conversions						
Total						\$51,891.60

Push for Summer/ Fall 2025

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Spring 8-Week Classes T1: Geofencing Addresses - Prospects Targeting addresses from the College's Prospect list to capture IDs and serve ads utilizing display banner creative; List estimate: 8,000	2	02/01/25	\$3,992	\$7,984		
Snapchat - Spring 8-Week Classes 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: Prospect list	2	02/01/25	\$340	\$680		
Display - High School T1: Geofencing Addresses - Dual-Enrolled Seniors Targeting addresses from the College's Dual-Enrolled Seniors List to capture IDs and serve ads utilizing display banner creative; List estimate: 700 T2: Geofencing Addresses - High School Seniors/ Parents Targeting addresses from the College's High School Senior/ Parent List to capture IDs and serve ads utilizing display banner creative; List estimate: 1,600	3	03/01/25	\$1,407.85	\$4,223.55		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Video - High School Delivery of programmatic video ads served via geofencing tactics to reach individuals matching the target audience in the College's service area. Target Audience: High School Senior/Parent list	3	03/01/25	\$387.91	\$1,163.73		
Display - Hispanic/Spanish-Speakers T1: Site - Audience Builder - Hispanic/Spanish-Speakers Target individual homes in the College's service area with hispanic or spanish-speaking individuals present and serve ads utilizing display banner creative; Curated under "Annual Plan 24-25 - Hispanic Households"; Est. Size: 10,949	2	03/01/25	\$6,665.52	\$13,331.04		
Spotify - Spanish-Speakers 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: Spanish-Speakers	2	03/01/25	\$786.90	\$1,573.80		
Display - Funnel T1: Geofencing Addresses - Applicants Targeting addresses from the College's applicant list to capture IDs and serve ads utilizing display banner creative; List estimate: 6,600 T2: Geofencing Addresses - Current Students Targeting addresses from the College's current student list to capture IDs and serve ads utilizing display banner creative; List estimate: 3,300 T3: Geofencing Addresses - Stopouts Targeting addresses from the College's stopout list to capture IDs and serve ads utilizing display banner creative; List estimate: 10,700	2	04/01/25	\$12,335.28	\$24,670.56		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Adults T1: Site - Audience Builder - Adults Target individual homes in the College's service area, ages 18-44 with a high school degree or some college, and serve ads utilizing display banner creative; Curated under "Annual Plan 24-25 - Adults"; Est. Size: 4,000	3	03/01/25	\$2,448.42	\$7,345.26		
Video - Adults Delivery of programmatic video ads served via geofencing tactics, to reach individuals matching the target audience in the College's service area. Target Audience: 18-44; HS/Some College	3	03/01/25	\$969.81	\$2,909.43		
CTV - Adults Delivery of video ads to reach individuals matching the target audience in the College's service area via connected TV devices. Target Audience: 18-44; HS/Some College	3	03/01/25	\$1,358.18	\$4,074.54		
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: Adults 18-44	3	04/01/25	\$404.44	\$1,213.32		
Snapchat - Adults 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: Adults 18-44	3	04/01/25	\$404.44	\$1,213.32		
TikTok - Adults Delivery of short-form mobile video ads to reach individuals using targeted behavioral and demographic characteristics matching the target audience in the College's service area. Target Audience: Adults 18-44	3	04/01/25	\$1,415.80	\$4,247.40		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Recent Graduates T1: Geofencing Addresses - Class of '23, '24, '25 Targeting addresses from a purchased list of recent high school graduates in the service area to capture IDs and serve ads utilizing display banner creative; List estimate: 7,526. For purchased list, the Client will receive a copy. T2: Geofencing Addresses - FAFSA Completers Targeting addresses from the College's FAFSA completer list to capture IDs and serve ads utilizing display banner creative; List estimate: 1,000	3	04/01/25	\$5,105.38	\$15,316.14		
List Purchase Purchase of a list of recent high school graduates in the service area (Class of '23, '24, '25) for use in campaign for addressable geofencing; List Estimate: 7,526	1		\$0	\$2,134.50		
Display - WebID Retargeting T1: Geofencing Addresses - WebID Retargeting Targeting addresses from WebID list from January, February, and March to capture IDs and serve ads utilizing display banner creative; List estimate: 1,500	2	04/01/25	\$898.20	\$1,796.40		

Description	Term (Months)	Start Date	Monthly Amount	Item Total	Est. Conversions	Notes
Display - Pathways T1: Site - Audience Builder - Career and Technical Target individual homes in the College's service area with program-related interests and serve ads utilizing display banner creative; Curated under "Annual Plan 24-25 - Adults - Career/Technical" and "2024-05 Veterans"; Est. Size: 6,091 T2: Site - Audience Builder - Health Professions Target individual homes in the College's service area with program-related interests and serve ads utilizing display banner creative; Curated under " Annual Plan 24-25 - Adults - Healthcare"; Est. Size: 3,862 T3: Site - Audience Builder - Pathway 3 Target individual homes in the College's service area with program-related interests and serve ads utilizing display banner creative; Curated under Pathway TBD; Est. Size: TBD T4: Site - Audience Builder - Pathway 4 Target individual homes in the College's service area with program-related interests and serve ads utilizing display banner creative; Curated under Pathway TBD; Est. Size: TBD	2	02/01/25	\$9,112.55	\$18,225.10		Timeline TBD - 2 month flight duration
Est. Conversions						
Total						\$112,102.09

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.