

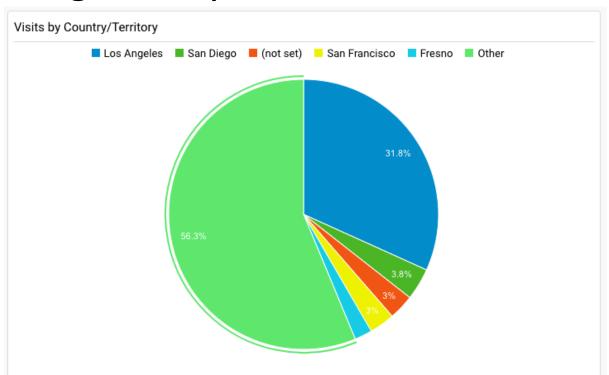
Media Updates as of 10-25-17



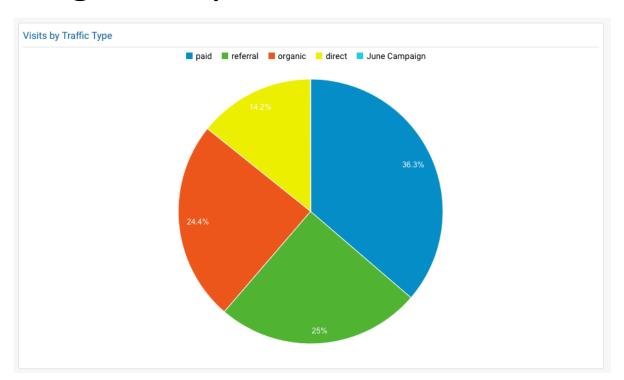


July- Sept Media Options

Projected Cost to date: Actual Cost to date:			July- September Marketin Coverage includes San Die	•	MA's							Back	to Sc	hool -	Start	date	9/5/2	0175			
Medium	Markets	Target	Spots/ Impressions	Specs	Total Costs	July	Aug	Sept		Ju	ıly			Aug	gust			Sep	temb	er	
					Projected	Proi	Proi	Proi	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25
Central Ca Parent	Fresno	Moms	60,000 readership	Print ad 1/4 color	\$2,484	\$828	\$828	\$828													
L.A. Parent	L.A.	Moms/parents	80,000 H pg. views/month	Banner ads 2 300x250	\$966	\$0	\$483	\$483													
L.A. Parent	L.A.	Moms/parents	Edu guide	1/4 pg. ad	\$3,618	\$1,206	\$1,206	\$1,206													
L.A. Parent	L.A.	Moms/parents	Wed - 9,500	Weekly Newsletter x4	\$495	\$0	\$495	\$0						х		х					
L.A. Parent	L.A.	Parents	Edu Listing	0	\$675	\$0	\$675	\$0													
San Diego Family	San Diego	Moms	40,000 visits/Banner ad	300x250	\$3.108	\$1.036	\$1,036	\$1,036													
San Diego Family	San Diego	Moms	85,000 circulation	2/9 pg. ad + web	\$3,108	\$1,030	\$1,030	\$1,030													
Military Press Online	San Diego	Parents	25,000 visitors/month	1/2 pg. side bar	\$790	\$0	\$395	\$395													
Stars and Stripes	San Diego	Military	Circulation 10,100	1/4 pg. ad	\$2,070	\$0	\$1,035	\$1,035				Х	Х	Х	Х	Х	Х				
Radio Ads	Fresno	Moms/teens		:15 radio	\$5,500	\$0	\$5,500	\$0													
Cinema Ads	Fresno	Moms/teens		:15 or :30	\$3,500	\$0	\$3,500	\$0													
AdWords	SD, L.A., Fresno	Teens, Parents	Ongoing		\$0 \$19,000	\$6,000	\$6,500	\$6,500													
You Tube	SD, L.A., Fresno	Teens, Parents			\$5,000	\$0	\$2,500	\$2,500													
Facebook	SD, L.A., Fresno	Teens, Parents	Ongoing		\$4,000	\$1,000	\$1,500	\$1,500													
			Total		\$51,206	\$10,070	\$25,653	\$15,483													_









2. l.facebook.com	
Oct 1, 2017 - Oct 25, 2017	275 (0.98%)
Sep 1, 2017 - Sep 30, 2017	1,153 (28.14%)
% Change	-76.15%
5. m.facebook.com	
Oct 1, 2017 - Oct 25, 2017	65 (0.23%)
Sep 1, 2017 - Sep 30, 2017	122 (2.98%)
% Change	-46.72%
9. facebook.com	
Oct 1, 2017 - Oct 25, 2017	31 (0.11%)
Sep 1, 2017 - Sep 30, 2017	96 (2.34%)
% Change	-67.71%

1.	General Enroll 806161392	
	Oct 1, 2017 - Oct 25, 2017	224 (91.43%)
	Sep 1, 2017 - Sep 30, 2017	2,941 (77.72%)
	% Change	-92.38%
2.	Remarketing Display 803834301	
	Oct 1, 2017 - Oct 25, 2017	21 (8.57%)
	Sep 1, 2017 - Sep 30, 2017	697 (18.42%)
	% Change	-96.99%
3.	YouTube Pre-Roll 923968034	
	Oct 1, 2017 - Oct 25, 2017	0 (0.00%)
	Sep 1, 2017 - Sep 30, 2017	146 (3.86%)
	% Change	-100.00%



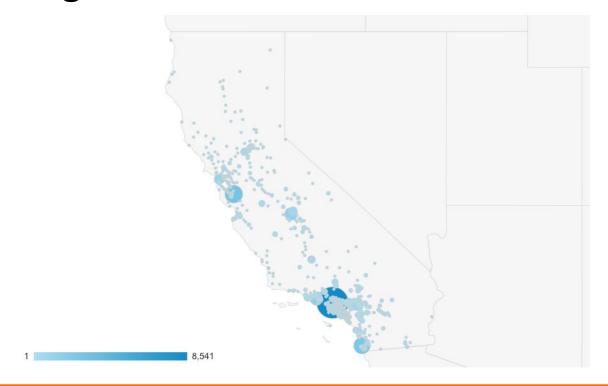
Campaign	Smart Goal (Goal 1 Conversion Rate)
General Enroll	4.02%
Remarketing Display	2.14%

Cost / conv. ?	Conversions ?
\$191.07	22.00

Ad Group	Sessions	Goal Conversion Rate
Online High School	272	104.04%
Homeschool Online	251	103.98%
Display Ads	234	102.14%
(not set)	2	100.00%



Google Location June 2017- Present



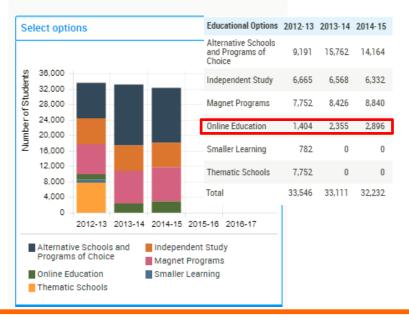


Fresno County Stats

Educational Options

Fresno

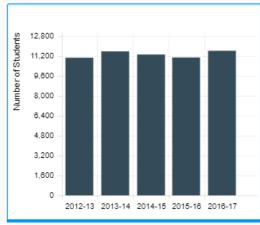
CDS Code 10-00000-0000000



Charter Schools Enrollment

Fresno

CDS Code 10-00000-0000000

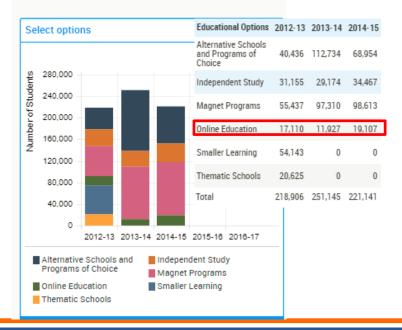




Los Angeles County

Educational Options Los Angeles

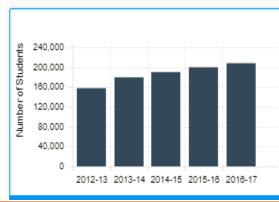
CDS Code 19-00000-0000000



Charter Schools Enrollment

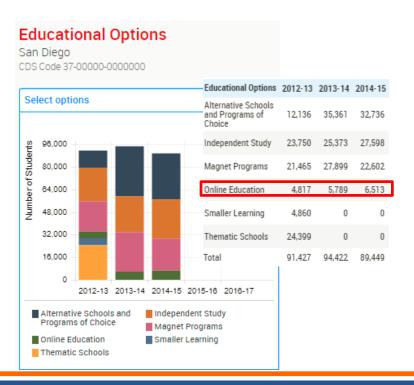
Los Angeles

CDS Code 19-00000-0000000



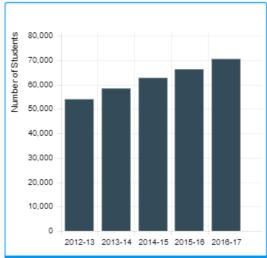


San Diego County Stats



Charter Schools Enrollment

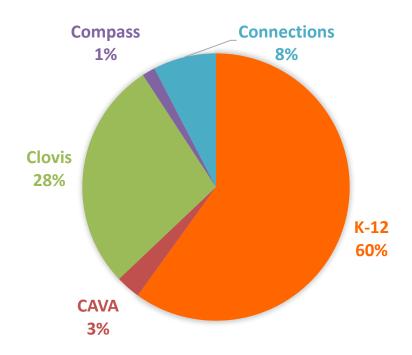
San Diego CDS Code 37-00000-0000000





Fresno Media Spend Share

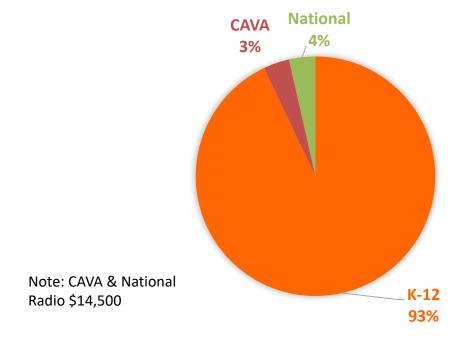
Radio & Television Spends 1/1/17-9/28/17





San Diego Media Spend Share

Radio & Television Spends 1/1/17-9/28/17





TV DMA's







TV DMA's

