

# COMPASS

CHARTER SCHOOLS

Media Updates from StrongMind



# Jan-June Media Mix

Mix of local, radio, digital and social.

Duration: Jan. 2- Jun.30, 2018

Campaign: We Are

Target Demos: Teens 12-17 and Adults 35-54

The following markets will be purchased:

- San Diego
- L.A. County
- Fresno
- Statewide digital and social coverage

# Jan-Jun 2018 Proposed Budget

Medium	Total Costs		Jan		Feb		Mar		Apr		May		June	
	Projected	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals	Proj	Actuals
			We Are		We are		Summer School		Summer School		Summer School		B 2 School	
San Diego Family	\$4,500	\$4,500			\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900
L.A. Parent	\$1,800	\$1,200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200	\$300	\$200
L.A. Parent	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0		\$0		\$0	
Other	\$15,000	\$3,373	\$2,500	\$650	\$2,500	\$1,556	\$2,500	\$1,167	\$2,500		\$2,500		\$2,500	
Radio	\$57,400	\$0	\$0	\$0	\$7,900		\$17,500		\$13,000		\$13,000		\$6,000	
	\$0	\$0												
Adwords	\$58,000	\$9,815	\$10,000	\$9,815	\$10,000		\$10,000		\$9,500		\$9,500		\$9,000	
You Tube	\$6,000	\$921	\$1,000	\$921	\$1,000		\$1,000		\$1,000		\$1,000		\$1,000	
Facebook	\$7,650	\$667	\$750	\$667	\$1,200		\$1,200		\$1,500		\$1,500		\$1,500	
	\$150,350	\$20,476	\$14,550	\$12,253	\$23,800	\$2,656	\$33,400	\$2,267	\$28,700	\$1,100	\$28,700	\$1,100	\$21,200	\$1,100

Feb- March Radio Budget = \$26,000  
 Shifting Feb radio start back to cover Expo.

# Fresno Radio Stations



Station	Format	M-F, 3p-7P Rank 12-17	M-F, 3p-7p Rank 35-54
KWYE Y101	Hot AC	#2	#1t
KBOS 954.9	Rhythmic CHR	#1 (6A-12M)	#7 (6a-12M)
KSKS 93.7	Country	#3	#4t
KFBT 103.7	Rhythmic AC	#4t	#9



# San Diego Radio Stations



Station	Format	M-F, 3p-7P Rank 12-17	M-F, 3p-7p Rank 35-54
KYXY 96.5	AC	#3t	#4t
KMYI 94.1	Hot AC	#6	#2
KHTS 93.3	Top 40	#2	#4t
KOGO 600	Talk	#1	#4t

# Radio Schedule Feb- Mar.

Fresno

Feb.

March

Station	Day	Format	Time	Rate	Length	2/19	#spots	Cost	2/26	3/5	3/12	3/19	#spots	Cost
KBOS	M-F	Top 40	6A-7P	\$28	:15	10	10	\$280.00	10	10	10	10	22	\$560.00
KFBT	M-F	Hip Hop	3P-7P	\$15	:15	10	10	\$150.00	10	10	10	10	25	\$375.00
KFBT	Sa-Su	Hip Hop	3P-7P	\$7	:15	4	4	\$28.00	3	3	3	3	12	\$84.00
KSKS	M-F	Country	6A-7P	\$45	:15	15	15	\$675.00	10	10	10	10	40	\$1,800.00
KWYE	M-F	Hot AC	3P-7P	\$35	:15	10	10	\$350.00	8	8	8	8	32	\$1,120.00
KWYE	Sa-Su	Hot AC	6A-7p	\$25	:15	4	4	\$100.00	3	3	3	3	12	\$300.00
Total							53	\$1,583.00	44	44	44	44	143	\$4,239.00

San Diego

Station	Day	Format	Time	Rate	Length	2/19	#spots	Cost	2/26	3/5	3/12	3/19	#spots	Cost
KHTS	M-F	Top 40	3p-7p	\$100	:15	10	10	\$1,000.00	10	8	10	8	36	\$3,600.00
KYXY	M-F	AC	6A-7P	\$60	:15	15	15	\$900.00	10	10	10	10	40	\$2,400.00
KMYI	M-F	Hot AC	3P-7P	\$105	:15	10	10	\$1,050.00	10	10	10	10	40	\$4,200.00
KOGO AM	M-F	Talk	3P-6Pm	\$75	:15	10	10	\$750.00	10	10	10	10	40	\$3,000.00
Total						45	45	\$3,700.00	40	38	40	38	156	\$13,200.00
Combined Total								\$5,283.00	March Combined Total				\$17,439.00	
Expo								2500						
Feb. Total								\$7,783.00						

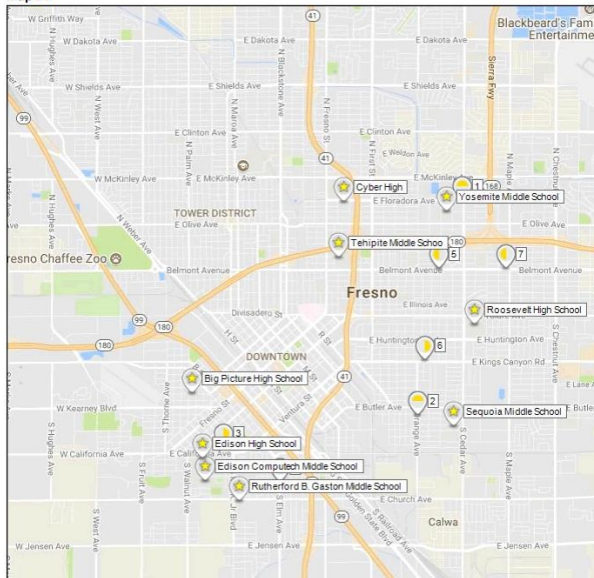
Feb- Mar Radio Total \$25,222

# Fresno Out of Home (OOH)

Duration 2/19 -4/7/18

Fresno CA Jr Posters - StrongMind

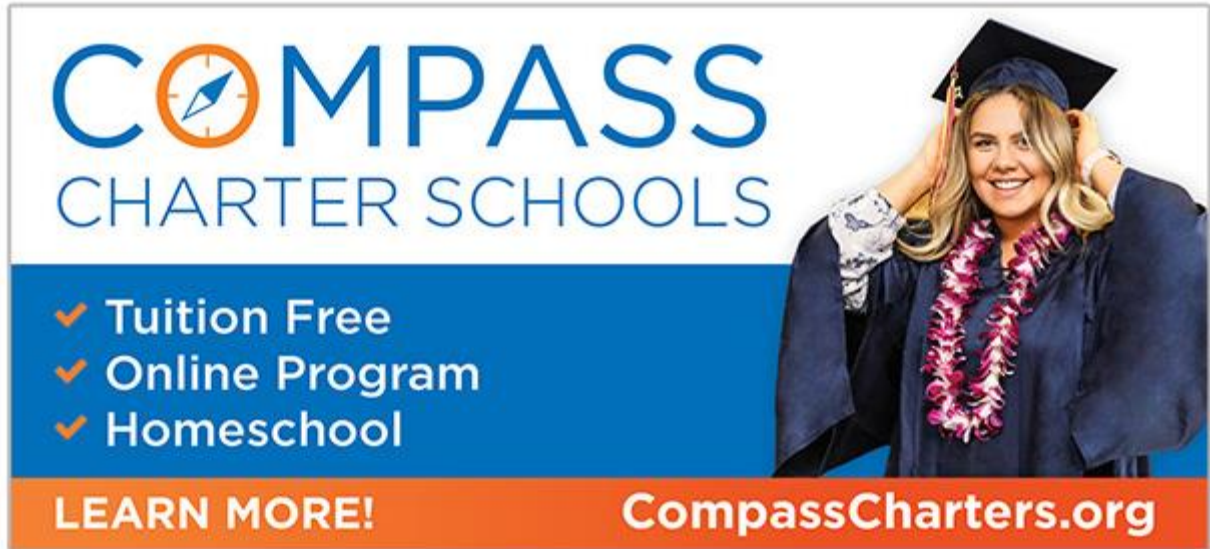
Map #1



Fresno CA Jr Posters - StrongMind

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
📍	1	30093	30456123	Junior Poster / Retro	South	5' 1" x 11' 1"	47372	NO
<p><b>Location:</b> CEDAR WL 5F S OF FLORADORA  <b>Current Advertiser:</b> TOREM &amp; ASSOCIATES  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	2	30124	30456147	Junior Poster / Retro	South	5' 1" x 11' 1"	14275	NO
<p><b>Location:</b> ORANGE EL 5F S OF HEATON  <b>Current Advertiser:</b> TOREM &amp; ASSOCIATES  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	3	30147	30456165	Junior Poster / Retro	West	5' 1" x 11' 1"	12604	NO
<p><b>Location:</b> CALIFORNIA NL 5F W OF WATERMAN  <b>Current Advertiser:</b> TOREM &amp; ASSOCIATES  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	4	30213	30456217	Junior Poster / Retro	South	5' 1" x 11' 1"	21361	NO
<p><b>Location:</b> ELM EL 5F S OF BELGRAVIA  <b>Current Advertiser:</b> NETWORK CALIFORNIA  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	5	30029	30456070	Junior Poster / Retro	East	5' 1" x 11' 1"	31551	NO
<p><b>Location:</b> BELMONT SL 20F W OF 9TH  <b>Current Advertiser:</b> TOREM &amp; ASSOCIATES  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	6	30188	30456201	Junior Poster / Retro	West	5' 1" x 11' 1"	82295	NO
<p><b>Location:</b> VENTURA SL 81F E OF 7TH  <b>Current Advertiser:</b> MONEYGRAM  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
📍	7	30031	30456072	Junior Poster / Retro	East	5' 1" x 11' 1"	43025	NO
<p><b>Location:</b> BELMONT SL 200F W OF MAPLE  <b>Current Advertiser:</b> MONEYGRAM  <b>Rate:</b> \$200.00  <b>Misc:</b> production \$34 for 8-weeks</p>								
<b>Total Weekly Impressions:</b>							<b>252483</b>	

# Approved Poster Creative - Fresno



**COMPASS**  
CHARTER SCHOOLS

- ✓ Tuition Free
- ✓ Online Program
- ✓ Homeschool

**LEARN MORE!** [CompassCharters.org](https://CompassCharters.org)



# Facebook A/B Testing

A

B

C

Ad Name	Delivery	Results	Reach	Impressions	Cost per ...	Amount Spent
Compass Open Enrollment - Mom/Son <small>View Charts Edit Duplicate</small>	Active	2,136 Landing Page ...	187,325	462,674	\$0.46 Per Landing Pa...	\$984.52
Compass Open Enrollment	Active	1,704 Landing Page ...	179,897	453,924	\$0.45 Per Landing Pa...	\$765.20
Compass Open Enrollment - Mom/Teen	Active	419 Landing Page ...	62,800	200,890	\$0.41 Per Landing Pa...	\$172.74
Results from 3 ads		4,259 Landing Page ...	329,059 People	1,117,488 Total	\$0.45 Per Landing Pa...	\$1,922.46 Total Spent



# “We Are Compass” Facebook branding Spot.

Engagement and Clicks are most important.

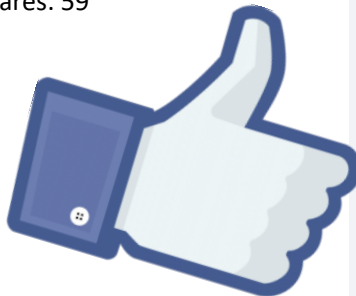
FEB. Month to Date (1-13)

### Impressions and Clicks

Impressions: 61,102  
Clicks: 374

### Engagement

Reactions: 74  
Comments: 14  
Shares: 59



Unsolicited, raw and honest positive comments are the best testimonials!

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**K-12 Online Education & Homeschool Options** [LEARN MORE](#)

   74    14 Comments    59 Shares

 Like     Comment     Share

 **Gina Hansen** All the materials are brand new, interactive online videos about the different subjects, a variety of field trips, online clubs, and response time from office administration, staff, and faculty is handled on a reasonable time frame. Three years with K12 and my son is thriving!   6

 **Dyan Stansbury** Omg he so handsome feeling proud a lot of doors going to open up for him   2

 **Dyan Stansbury** Yess Avery  1

 **Jennifer Goyn Evans** We go here and LOVE it   4

...

 **Zule Bueno** My daughter just began her second semester of her senior year and she finds very helpful. Teachers respond immediately  3



# “We Are Compass” YouTube branding Spot.

View Rate and CPV are most important.

FEB. Month to Date (1-13)



We Are Compass

Impr. ▼	Average View rate ▼	Avg. CPV
13.1K	15.36%	\$0.25

## Great View Rate for Parents!

Age	Campaign	Ad group	Status	Max. CPV	↓ Impr.	Views	View rate
18 - 24	YouTube Pre-Roll	We Are Compass	Eligible	\$3.00	6,533	806	12.34%
35 - 44	YouTube Pre-Roll	We Are Compass	Eligible	\$3.00	2,996	620	20.69%
45 - 54	YouTube Pre-Roll	We Are Compass	Eligible	\$3.00	1,909	270	14.14%
55 - 64	YouTube Pre-Roll	We Are Compass	Eligible	\$3.00	931	176	18.90%
65+	YouTube Pre-Roll	We Are Compass	Eligible	\$3.00	740	141	19.05%



# Google My Business Account Updates.

Business listing that shows up when people search for Compass on Google.

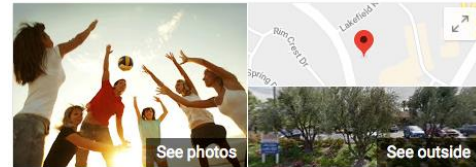
Service areas will now be displayed *\*pending Google Verification*

Serving customers in Fresno County, California, Kings County, California, and 15 other areas

Linked with AdWords Account to show location extensions for each separate service area. This makes ads more tailored based on searcher’s location.



Added new photos and “we are compass” video so searchers can easily see them.



## Compass Charter Schools ★

Charter school in Thousand Oaks, California

[Website](#) [Directions](#)

**Address:** 850 Hampshire Rd suite p, Thousand Oaks, CA 91361  
**Phone:** (855) 937-4227

[Suggest an edit](#)



Compass Charter Schools on Google

Serving customers in Fresno County, California, Kings County, California, and 15 other areas

We're on Facebook! Check us out here: <http://fb.com/CompassCS>  
21 hours ago

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