

	Estimated CPI	Budget / Annual	February	Impressions	March	Impressions	April	Impressions	May	Impressions	June	Impressions	July	Impressions	August	Impressions	September	Impressions	October	Impressions
Facebook	\$ 0.03	0%	\$ -	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	\$ -	0	\$ -	0	\$ -	0
Google AdWords	\$ 0.31	60%	\$ 12,000.00	\$ -	0	\$ -	0	\$ 1,800.00	5,806	\$ 3,000.00	9,677	\$ -	0	\$ 1,800.00	\$ 4,200.00	13,548	\$ 1,200.00	3,871	\$ -	0
Bing AdWords	\$ 0.14	0%	\$ -	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	\$ -	0	\$ -	0	\$ -	0
YouTube	\$ 0.14	0%	\$ -	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	\$ -	0	\$ -	0	\$ -	0
Display	\$ 0.02	40%	\$ 8,000.00	\$ -	0	\$ -	0	\$ 1,200.00	60,000	\$ 2,000.00	100,000	\$ -	0	\$ 1,200.00	\$ 2,800.00	140,000	\$ 800.00	40,000	\$ -	0
Pandora	\$ 0.03		\$ -	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	\$ -	0	\$ -	0	\$ -	0
Spotify	\$ 0.03		\$ -	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	0	\$ -	\$ -	0	\$ -	0	\$ -	0
TOTAL IMPRESSIONS			372,903		0		0	65,806		109,677		0			153,548		43,871		0	
Total Media Spend		100%	\$ 20,000.00	\$ -	\$ -	\$ 3,000.00	\$ 5,000.00	\$ -	\$ 3,000.00	\$ 7,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Monthly Percentage			0%	0%	15%	25%	0%	15%	35%	10%	0%									
			Messaging		Re-Enroll For Current Students - May 31st deadline		May 31st Deadline		June 31st Deadline		July 31st						September 31st Deadline			
SEO	\$ 10,000.00																			
Video	\$ -							1st Wave		2nd Wave		3rd Wave		4th Wave			Final Wave			
Website	\$ -																			
Total Production Spend	\$ 10,000.00																			
Total Budget	\$ 30,000.00																			

