



# Craig City School District

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Chris Reitan, Superintendent  
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## Memorandum Item 8h

FOR: School Board Members  
FROM: Chris Reitan  
DATE: December 14, 2022  
SUBJECT: PACE FY 24 Advertising

CCSD is looking to continue our social media advertising campaign for PACE to further solidify our correspondence/homeschool brand within the state and to support our efforts to expand our services statewide. CCSD has worked with Fine Point during our previous four PACE advertising campaigns. Utilizing Fine Point to provide our PACE advertising platform has increased our PACE enrollment 83% since FY 19. Our FY 19 PACE enrollment was 244. Our FY 23 PACE enrollment is 446.

Fine Point submitted an FY 24 advertising proposal for \$50,000. This quote provides access to a 12 month search engine optimization campaign, provides advertising on YouTube, Facebook, Instagram and Google display ads. This advertising campaign will provide access to the demographic groups we are targeting, provide flexibility to quickly adjust our advertising campaign based on the results we are experiencing with each of the advertising options, and provide a competitive cost for each advertising impression.

Suggested Motion: Move to approve the PACE FY 24 advertising quote from Fine Point for \$50,000.

