



A CARNEGIE COMPANY

Contract #57376 - Fall 2025

**Galveston College**4015 Avenue Q.  
Galveston, TX, USA**Customer ID:** GalvestTX11568**Authorizing Contact:** Ed Chrnko Salas**Title:** Director of Marketing & Communications**Phone:** (409) 944-1302**Email:** echrnko@gc.edu**Billing Contact:** Ed Chrnko Salas**Title:** Director of Marketing & Communications**Phone:** (409) 944-1302**Email:** echrnko@gc.edu**Carnegie Contact:** Kristy Phillips**Phone:** 661-304-0884**Email:** kphillips@carnegiehighered.com**CarnegieHigherEd.com****Billing Terms:**

Billing will be made on a monthly basis for all activity in a given month unless the campaign is live for 31 days or less, in which case one invoice will be sent at the conclusion of the campaign. Expenses will be billed separately, as they are incurred. Billing terms are net 30.

Service	Start Date	End Date	Term (Months)	Monthly Amount	Item Total
<b>2025-02 Retargeting</b>					
<b>Site Retargeting - Display Tactic Ads</b> Capture the device IDs of individuals in the College's service area who visit the College's website to retarget them with display banner ads. Pixel placement required.	04/01/25	08/17/25	4.5	\$1,000.00	\$4,500.00
<b>2025-03 High School</b>					
<b>Display</b> <b>T1: Geofencing Addresses - Class of 2025 - Display Tactic Ads</b> Target addresses from the College's list of high school seniors to capture IDs and serve ads using display banner creative. Estimated list: 4,320. For the purchased list, the client will receive a copy.	04/01/25	05/31/25	2	\$2,629.93	\$5,259.86
<b>List Purchase</b> Purchase of a list of high school seniors in the service area for use in a campaign with addressable geofencing. Estimated list: 4,320.			1	\$1,225.50	\$1,225.50
<b>2025-04 Adults</b>					
<b>Display</b> <b>T1: Audience Builder - Adults - Display Tactic Ads</b> Target individual homes in the College's service area with English-speaking individuals aged 18 to 54, with a high school education, and a household income (HHI) below \$45k. Serve ads using display banner creative. Curated under '2025-04 Adults.' Estimated audience size: 4,424. <b>T2: Keywords - Education - Display Tactic Ads</b> Capture device IDs of individuals in the College's service area searching online for terms related to the campaign and serve ads using display banner creative. A list of recommended keywords will be provided by CLARUS, including terms such as "Education + Continuing Education" and "Education + Higher Education + College."	06/01/25	08/17/25	2.5	\$2,800.00	\$7,000.00

Service	Start Date	End Date	Term (Months)	Monthly Amount	Item Total
<b>Video</b> Delivery of programmatic video ads served via geofencing, search, or site retargeting tactics to reach individuals using targeted behavioral and demographic characteristics that match the target audience in the College's service area. <b>T1: Audience Builder - Adults - Video Tactic Ads</b> <b>T2: Keywords - Education - Video Tactic Ads</b>	06/01/25	08/17/25	2.5	\$1,200.00	\$3,000.00
<b>2024-05 Spanish Speakers</b>					
<b>Display</b> <b>T1: Audience Builder - Spanish-Speakers - Display Tactic Ads</b> Target individual homes in the College's service area with Spanish-speaking individuals aged 18 to 34 who are high school graduates. Serve ads using display banner creative. Curated under '2024-05 Spanish-Speakers.' Estimated audience size: 3,109.	06/01/25	07/31/25	2	\$1,900.00	\$3,800.00
<b>Spotify</b> 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. <b>Target Audience:</b> Ages 18 to 54; Spanish-Speakers.	06/01/25	07/31/25	2	\$600.00	\$1,200.00
<b>2025-06 Funnel</b>					
<b>Display</b> <b>T1: Geofencing Addresses - Current Students - Display Tactic Ads</b> Target addresses from the College's current student list to capture IDs and serve ads using display banner creative. Estimated list: 1,600. <b>T2: Geofencing Addresses - Applicants - Display Tactic Ads</b> Target addresses from the College's applicant list to capture IDs and serve ads using display banner creative. Estimated list: 1,000. <b>T3: Geofencing Addresses - Stopouts - Display Tactic Ads</b> Target addresses from the College's stopout list to capture IDs and serve ads using display banner creative. Estimated list: 500.	06/15/25	08/17/25	2	\$1,900.00	\$3,800.00

<b>Signature and Date:</b>	<b>Total: \$29,785.36</b>
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As agent for the above school I have read and agree to the terms and conditions available here:

\* This is not an invoice

<https://www.carnegiehighered.com/contract-terms-and-conditions/>

Sign and return this form to: [contracts@carnegiehighered.com](mailto:contracts@carnegiehighered.com) or directly to your Carnegie Contact listed above.