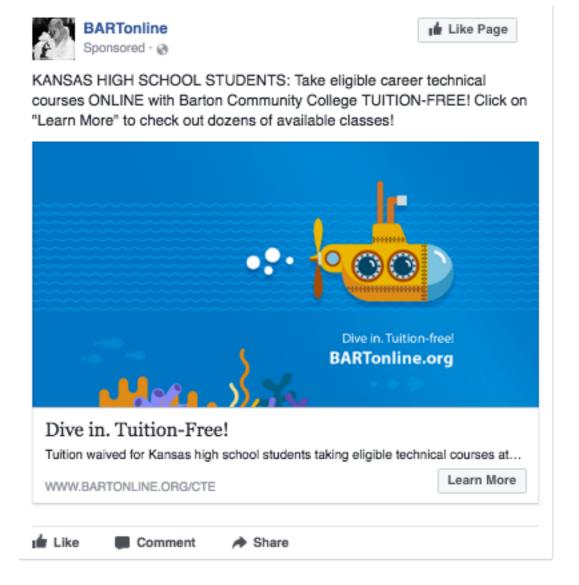
BARTonline Excel in CTE (SB155) Campaign Dive in. Tuition-Free! August 7 – October 8, 2017 August 14 – December 10, 2017

Platform/Media	Target	Run Dates
Facebook	STUDENTS	July 24-August 14
	Location: United States: Beloit (+50	
	mi), Colby (+50 mi), Dodge City (+50	
	mi), Elkhart (+10 mi), Garden City	
	(+50 mi), Great Bend (+50 mi), Hays	
	(+50 mi), Hill City (+50 mi),	
	Hutchinson (+50 mi), Liberal (+50	
	mi), Meade (+50 mi), Pratt (+50 mi),	
	Salina (+50 mi), Scott City (+50 mi),	
	Syracuse (+50 mi) Kansas	
	Age: 15 - 19	
Instagram	Same target and dates as Student	
	Facebook	
Facebook	PARENTS	July 24-August 14
	Location: United States: Beloit (+50	
	mi), Colby (+50 mi), Dodge City (+50	
	mi), Elkhart (+25 mi), Garden City	
	(+50 mi), Great Bend (+50 mi), Hays	
	(+50 mi), Hill City (+50 mi),	
	Hutchinson (+50 mi), Liberal (+50	
	mi), Meade (+50 mi), Pratt (+50 mi),	
	Salina (+25 mi), Scott City (+50 mi),	
	Syracuse (+50 mi) Kansas	
	Age: 30 - 55	
	People Who Match: Moms: Moms	
	of high school kids, Parents: (13-18	
	Years) Parents with Teenagers	
Pandora	Parents of students, teens 13-18	July 31-Aug 9
	from Salina west, excluding Wichita	
AdWords	Wichita-Hutchinson KS Nielsen DMA	Ongoing (updating search terms
	region	specific to each campaign)
Landing page	All traffic from campaign directs	Duration of campaign
	visitors to bartonline.org/cte	

Facebook ad:



Text:

KANSAS HIGH SCHOOL STUDENTS: Take eligible career-technical courses ONLINE with Barton Community College TUITION-FREE! Click on "Learn More" to check out dozens of available classes!

Newsfeed link description:

Tuition waived for Kansas high school students taking eligible technical courses at BARTonline. Books and program fees may apply.

Pandora Radio Script:30

YOU WANT YOUR KIDS TO HAVE THE BEST IN LIFE, AND THAT INCLUDES A PROMISING FUTURE. SO, HELP THEM BUILD THAT FUTURE AT BART ONLINE. BART ONLINE OFFERS ELIGIBLE CAREER AND TECHNICAL EDUCATION CLASSES FOR HIGH SCHOOL STUDENTS — TUITION-FREE!

THE STATE WILL PAY TUITION COSTS FOR KANSAS HIGH SCHOOL SOPHOMORES, JUNIORS AND SENIORS WHO ENROLL IN ELIGIBLE COURSES. INTRODUCE THEM TO ACCOUNTING, CHILD DEVELOPMENT, MEDICAL ADMINISTRATION, COMPUTER PROGRAMMING, AND MUCH MORE.

READY TO DIVE IN? CLICK THE BANNER TO LEARN MORE.

Pandora ad:

