

Foothill College

Winter 2007 Marketing Schedule

Winter recruitment combines print, movie and online advertising along with direct marketing efforts to reach potential new students. This year's campaign will run for 4-weeks, from Nov. 22nd through Dec. 31st, covering new student registration.

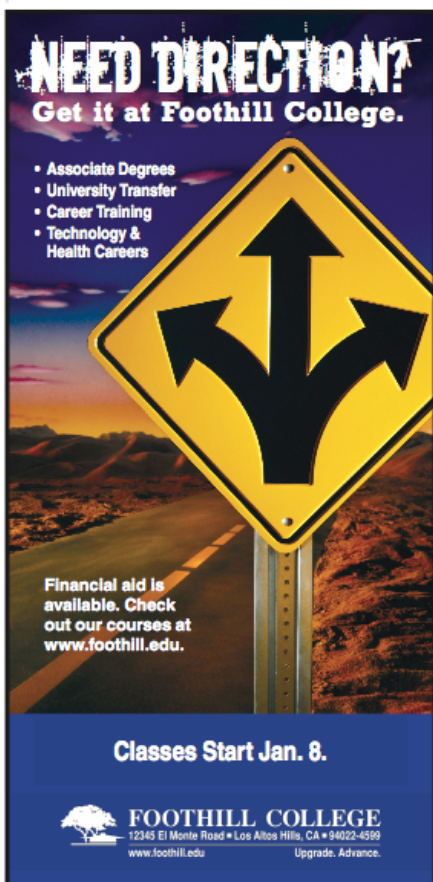
Breakdown of Fall 2007 Media Campaign

In conjunction with general recruitment, we will do a specific online campaign for CTIS.

GENERAL RECRUITMENT ADVERTISING

Newspapers

Print ad message: Need Direction? Get it at Foothill College.



San Jose Mercury News

Circulation: 717,500 Daily; 808,300 on Sunday
This is a 4-day per week flight plan, implementing full color ads.

Run time Dec. 3 through Dec 17 – full color

Los Altos Town Crier

Circulation: 16,500 weekly
Run dates: Dec. 6, 13 & 20 – full color

Palo Alto Weekly

Circulation: 49,000 weekly
Class guide section: Dec. 6
Run dates: Dec. 13– full color

Mountain View Voice

Circulation: 18,000 weekly
Class guide section: Dec. 8
Run dates: Dec. 15 – full color

Metro

Circulation: 500,000 weekly
Run dates: Dec. 6 & 13 – full color

Movie Theaters



American Cinema Network (Century Movie Theaters

July 1, 2006 – June 30, 2007 – It is a two-slide rotation, one featuring general programs and services at Foothill, the other highlights our career programs.



Direct Mail

The Heights:

Nov 17 - mailed to 137,000 households in service area in addition to 19,000 continuing students. This printing includes the complete course listing for winter classes. The Heights will also be distributed off-site to:

- 37 Libraries – including reference desks as well as stack drops
- 38 Community Centers, Y's, City Halls
- 47 Corporate businesses in Mountain View area

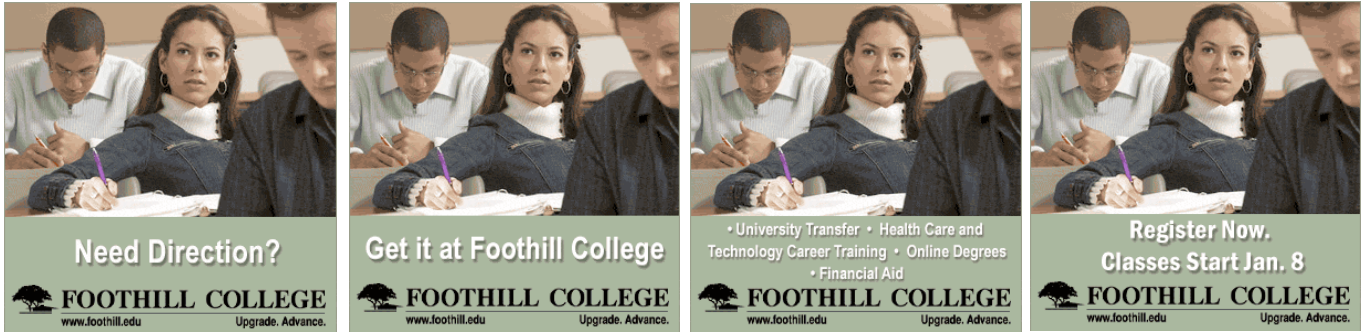
Online Campaigns

Using the message in our print ad campaign, online ads and sponsored links will be used to highlight our enrollment period.

Mercury News Online

Follows the print ad campaign: Need Direction? Get It At Foothill College.

Run time: Nov. 22 through Dec. 22



Ad Product	Channel	Targeting	Impressions	Start	End
Leaderboard (728x90)	Business	Run-of-Channel	5,718	22-Nov	22-Dec
Skyscraper (160x600)	Business	Run-of-Channel	5,000	22-Nov	22-Dec
Pop-Up (300x300)	Business	Run-of-Channel	10,000	22-Nov	22-Dec
Leaderboard (728x90)	News	Run-of-Channel	20,000	22-Nov	22-Dec
Skyscraper (160x600)	News	Run-of-Channel	20,000	22-Nov	22-Dec
Cube 1 of 4 (160x90)	News	Run-of-Channel	Semi-Fixed	22-Nov	22-Dec
Total On-line Value:			60,718		

SF Gate

Run time: Dec. 1 through Dec. 31

Ad Product	Channel	Targeting	Impressions	Start	End
Standard Banner (468x60)	Homepage	Run-of-Site	50,000	4-Dec	24-Dec
Home page logo link (88 x 31)			500,000	4-Dec	24-Dec
Total:			550,000		



Google Search Optimization

The Foothill College marketing campaign includes sponsored links and prioritization of the Foothill name and Foothill programs with the Google search engine. Through Google Adwords, Foothill College purchases placement for general and program specific placement within the search engine.

PROGRAM SPECIFIC ADVERTISING

CTIS

Online ads:

Mercury News Online

Message: Quality Technology Training at an Affordable Cost

Run time: Nov. 22 through Dec. 22



Ad Product	Channel	Targeting	Impressions	Start	End
Leaderboard (728x90)	Business	Run-of-Channel	10,000	22-Nov	22-Dec
Skyscraper (160x600)	Business	Run-of-Channel	10,000	22-Nov	22-Dec
Pop-Up (300x300)	Business	Run-of-Channel	10,000	22-Nov	22-Dec
Skyscraper (160x600)	News	Health / Science	3,500	22-Nov	22-Dec
Leaderboard (728x90)	News	Health / Science	5,000	22-Nov	22-Dec
Leaderboard (728x90)	Life&Style	Run-of-Channel	6,000	22-Nov	22-Dec
Skyscraper (160x600)	Life&Style	Run-of-Channel	6,000	22-Nov	22-Dec
Skyscraper (160x600)	News	Local News	6,000	22-Nov	22-Dec
Leaderboard (728x90)	News	Local News	10,000	22-Nov	22-Dec
Pop-Up (300x300)	News	Run-of-Channel	12,645	22-Nov	22-Dec
Total On-line Investment:			79,145		