Slide 1: Primary Target Markets
Full-Time Student Equivalents

Demographics

- Millennials: 16 – 25
- Generation X: 26 – 39
- Ethnicity: Hispanics/Latinos
- Traditionally Underserved

Profiles

- 4-year Academic
- First Generation College
- Career Training
- Current Students

Slide 2: Total Number of Ads
Spring/Summer 2015

- TV: 7 stations; 1958 Ads
- TV Hulu: multiple programs; 656,372 Impressions
- Radio: 15 Stations; 2857 Ads
- Radio Pandora: 30 second; 758,733 Impressions
- Print: various sizes; 23 Ads
- Outdoor: bench-streetcar; 183 Ads
- Kiosks: 33 machines; 100+ Ads
- Online digital: various platforms; 15,512,960 Impressions

Slide 3: Comparison with 2014
Summer 2014 vs. Spring/Summer 2015

- TV: 745 Ads; 1958 Ads
- TV Hulu: 0; 656,372 Impressions
- Radio: 770 Ads; 2857 Ads
- Radio Pandora: 0; 758,733 Impressions
- Print: 0; 23 Ads
- Outdoor: 11 Ads; 183 Ads
- Kiosks: 0; 100+ Ads
- Online digital: 1,088,000 Impressions; 15,512,960 Impressions
**Slide 4: Response Metrics**  
**Users Click Through to PCC Website**

(National average: 0.04 – 0.07%)

- Online Digital: 0.16%; 10,905
- Radio Pandora: 0.83%; 4,392
- TV Hulu (97% Completion): 0.28%; 385

**Slide 5: Response Metrics**  
**Users Request Information**

- Kiosks: Email requests; 200+
- Print: Phone Extensions 101 & 102; TBD