

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

<b>Platform/Media</b>	<b>Target</b>	<b>Run Dates</b>
Facebook	STUDENTS 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	July 24-August 14
Instagram	Same target and dates as Student Facebook	
Facebook	PARENTS 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	July 24-August 14
Pandora	Parents of students, teens 13-18 from Salina west, excluding Wichita	July 31-Aug 9
AdWords	Wichita-Hutchinson KS Nielsen DMA region	Ongoing (updating search terms specific to each campaign)
Landing page	All traffic from campaign directs visitors to bartonline.org/cte	Duration of campaign

**Facebook ad:**



**BARTonline**  
Sponsored · 

 Like Page

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!

Dive in. Tuition-free!  
**BARTonline.org**

**Dive in. Tuition-Free!**  
Tuition waived for Kansas high school students taking eligible technical courses at...  
[WWW.BARTONLINE.ORG/CTE](http://WWW.BARTONLINE.ORG/CTE) 

 Like  Comment  Share

**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:**

