BARTonline Winter Intersession
Get Ahead!
Session Dates: December 11, 2017 – January 7, 2018

Platform/Media	Target	Run Dates
Facebook	Colby (+50 mi), Dodge City (+50 mi), Garden City (+50 mi), Great Bend (+50 mi), Hays (+50 mi), Lawrence (+50 mi), Manhattan (+50 mi), Pittsburg (+50 mi), Salina (+50 mi), Fort Leavenworth (+25 mi), Fort Riley (+25 mi) Kansas Texas: Abilene (+50 mi), Amarillo (+50 mi), Austin (+50 mi), College Station (+50 mi), Corpus Christi (+50 mi), Dallas (+50 mi), Fort Worth (+50 mi), Goodfellow AFB (+50 mi), Houston (+50 mi), Lubbock (+50 mi), Odessa (+50 mi), San Antonio (+50 mi), Sheppard AFB (+50 mi), Waco (+50 mi) Texas Age: 16 - 29 People Who Match: Education Level: In college, School: Student, Employers: Army or Air force, Job title: Student	Nov 18 – Dec 8
Instagram	Same targeting as Facebook	Nov 18 – Dec 8
AdWords	Kansas, Kansas City, Mo	Ongoing (updating to include search terms specific to winter intersession campaign)
Landing page	All traffic from campaign directs visitors to bartonline.org/onlineclasses	Duration of campaign

Facebook ad: