

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

<b>Platform/Media</b>	<b>Target</b>	<b>Run Dates</b>
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 <a href="http://bartonline.org/onlineclasses">bartonline.org/onlineclasses</a>	Duration of campaign

**Facebook ad:**



**BARTonline**  
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Get ahead over winter break with BARTonline! A convenient, flexible schedule and easy-to-transfer credits make BARTonline the smart choice for picking up (or making up) a class over break.



Get ahead!  
**BARTonline.org**

**Take a Winter Intersession Class!**

As the virtual campus of Barton Community College, you can earn credit for the same classes at a fraction of the cost of a university, all on a convenient, flexible schedule that works for you.

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