C.2 Advertising and Promotion

PIE-AZ's advertising and promotion plan is well-defined and strategic to reach prospective students across various demographics within the targeted geographic areas roughly defined as Central/East Phoenix. PIE-AZ will conduct extensive recruitment and outreach efforts to prepare for a successful 2016-2017 school year. Promotional materials will be available in both English and Spanish.

In order to actively recruit students, PIE-AZ will engage in the following outreach activities: (1) establish a local presence and participate in community events, (2) create partnerships with community colleges and non-profits organizations, and (3) advertise and promote in public places and through social media. We expect to meet our enrollment targets through these efforts.

A. Advertising and Promotion Plan for Student Recruitment

PIE-AZ aims to enroll 250 students at one site beginning in year one (with a goal of enrolling 300 students by the end of year one of operations), 300 students in year two at another site, and 300 students in year three at a third site, for a total enrollment of 900 students across three sites. If the school is oversubscribed, PIE-AZ will conduct a lottery.

The community engagement and immersion plan that PIE-AZ will implement is based on PMG's strategy that has produced incredible results among other network schools. Within a month of PIE-IL's Chicago school opening, the school enrolled over 600 students. By October, the school received another 200 enrollment applications, which generated a large waiting list. Great gains have also been made in the Frayser community of Memphis where PIE-TN opened a contract school in January 2014. Even with a mid-year start, PIE-TN enrolled over 150 students. In both Memphis and Chicago, every surrounding community is familiar with the PIE network with key community members visiting the schools and a PIE team member being represented at every community event.

First, PIE-AZ will engage the community of Central/East Phoenix by attending community meetings and events to learn from community members the services that are needed. PIE-AZ will use those opportunities to discuss its program and ensure community members are well informed. We believe that PIE-AZ's participation in the communities it plans to serve will also provide word of mouth referrals, which is one of the organization's best recruitment tools. Additionally, PIE-AZ will host orientation sessions and invite community groups and leaders to learn about PIE-AZ's unique model of blended learning, guided independent study, and experiential learning. For instance, on May 4, 2015, PIE-AZ hosted an informational meeting at the Longview Neighborhood Recreation Center for community members. PMG's Assistant Superintendent of Charter Development provided community members a presentation of the school and gained feedback from the community. PIE-AZ intends to host ongoing publicized community meetings in zip codes: 85012, 85014, 85016, and 85019. Its goal is to target prospective students and their families to inform them about proposed locations and program offerings. These meetings will provide additional resources for referring students to discuss the role they can play in making their constituency aware of PIE-AZ.

PIE-AZ will engage with administrators and school counselors in district middle schools and charter schools to support them in providing a high school option to their students who are disengaged from school and likely to be unsuccessful in a traditional setting. PIE-AZ's unique model will provide an alternative to the urban comprehensive high school with its specified schedule, programs, and calendar. To actively recruit students further, PIE-AZ will participate in Central/East Phoenix high schools' job and career fairs to share information about our program.

Second, PIE-AZ will aim to partner with community colleges and others organizations such as Rio Salado Community College, School Choice Trust, Sunnyslope Family Services Center, Boys and Girls Club of Metro Phoenix, YMCA, Hispanic Women's Shelter, Tumbleweed Center for Youth Development, and the juvenile justice system in an effort to recruit students in PIE-AZ's target

population. PIE-AZ intends to engage with these organizations and participate and/or sponsor booths in their community events. The target population Fifth Arrow plans to serve includes students who are:

- Pregnant and parenting teens
- Credit deficient students
- Students with a past record of high levels of truancy
- Special education students with individual education plans identifying a significant level of independent study as appropriate
- English learners
- Students qualifying for free or reduced meal programs
- Transient and homeless students
- Students in foster care
- Adjudicated youth

PIE-AZ plans to engage and attend local meetings at organizations providing wrap-around services to young people and families.

Third, PIE-AZ will advertise in public places and market to families and students to further promote student recruitment efforts. PIE-AZ will start by sending postal mailers to potential students via U.S. Postal Service. The school will use Cactus Mailing Company, a vendor who helps identify addresses where students between the ages of 14-21 reside. The postal mailers will reach 5,000 homes with at least one student who fits PIE-AZ's target age. These postal mailers will be attractive, appealing, and include a brief overview of PIE-AZ along with contact information. PIE-AZ will also seek to advertise in highly visible public areas such as local supermarkets, libraries, bowling alleys, and laundry mats. An 8 ½ x 11-inch flyer will be posted on bulletin boards at these venues. Flyers will also be readily available at these businesses in both English and Spanish. Beginning in August 2016, PIE-AZ has budgeted funds to advertise on bus shelters to gain the attention of parents and students who use public transportation.

One cost-effective way PIE-AZ intends to advertise is through the use of social media. PIE-AZ will create accounts for each site on Facebook, Twitter, and Instagram. These social media outlets will update students and parents about the school as well as provide a hub for questions and comments. These social media platforms will also showcase student projects, social clubs, events, and sports teams.

In addition to start-up advertising and outreach, PIE-AZ's marketing and recruitment activities will continue during years one and two, but will be subject to adjustment if other strategies prove to be successful in year one. Enrollment will be ongoing throughout the school year. Students may enroll at any time during the year as long as capacity is not met. To ensure students have an equal opportunity to enroll, Fifth Arrow will hold a lottery for admissions after it has reached an enrollment of 300 students. Any student interested in enrolling will be asked to complete an Intent to Enroll form and submit before the lottery. All students will have equal weighting in the lottery.

B. Promotional Materials

PIE-AZ intends to use the same, successful approach to marketing, advertising, and promotional strategy as the larger network of PIE schools. PIE-AZ will attempt to reach prospective parents and students from its target population through various channels, including:

- In the home
- Commuting and walking in their neighborhoods
- Seeking local services
- Online

This multi-directional approach to marketing will allow PIE-AZ to maximize the number of impressions in target populations, reaching its goal of 300 students within its first year.

The following marketing efforts will be used to reach this goal:

- Promotional mailers
  - Sent to households with at least one resident aged 14-19 in target population neighborhoods
- Open house events
- Transit shelter advertisements
  - Placed strategically in high-traffic sections of target population neighborhoods
- Search engine optimized website and social media accounts
- Online advertisements through Google Adwords and Facebook
  - Utilizing geo-targeting parameters to reach Google and Facebook users in target population neighborhoods, other demographic parameters (male/female, age, etc.), and/or keyword search parameters

In addition to the public and direct advertising efforts listed above, the following promotional materials will be used for community meetings, outreach to community service providers (ie. teen pregnancy centers, juvenile corrections programs, etc.), open houses, and general hand-to-hand recruitment efforts:

- Brochures
- Presentation folders
- Flyers in both English and Spanish
- Branded promotional materials: lanyards, notepads, pens, highlighters, etc.

Through a startup donation of $15,000 from PMG, PIE-AZ will secure promotional and marketing materials to distribute at community meetings and events listed above. These materials will be provided in both English and Spanish. Additionally, PIE-AZ will ensure translators are available at community meetings to engage with the Spanish speaking community.

Once approved, PIE-AZ will utilize the human resources available through PMG to execute all of the marketing efforts described above at no cost, including:

- Graphic design of promotional materials, including document translations from English to Spanish
- Website and social media development, including Twitter, Facebook, and Instagram accounts
- Online ad (Facebook and Google) copywriting and coordination

C. Plan Costs

The marketing, advertising, and promotional strategies described above reflect efforts taken by other Pathways in Education schools to support the opening of schools in Chicago, Memphis, and Louisiana. PIE-AZ has allocated funds for each year to carry out advertising and promotion purposes: $15,000 in year one, $30,000 in year two, and $25,000 in year three. Vendors that have been used by other PIE network schools and which PIE-AZ may use include: 4Imprint USA, Cactus Mailing Company, Clear Channel Outdoor, Uprinting.com, Overnightprints.com, Folderprinters.com, Wordpress, Facebook, Twitter, Instagram, and Google AdWords.

Below are estimated costs for marketing, outreach, and promotional materials:

- Promotional Materials: $2,800.00
  - Flyers: 1500/$300.00
  - Presentation folders: 200/$500.00
  - Branded Promotional Materials: lanyards, notepads, pens, etc.: $2,000.00
- Marketing Materials: $2,100.00
  - Brochures: 300/$400.00
  - Mailers and Postage:1500/ $1,700.00
  - Website: No Cost
  - Social Media

- Facebook: No Cost
- Instagram: No Cost
- Twitter: No Cost
- Internet Marketing: $1,000.00
  - Google AdWords: $500.00
  - Facebook Ads: $500.00
- Public Advertising
  - Transit shelters: $5,000.00
- Open House Event: $4,100.00
  - Post Card Invitations and Postage: 5,000/ $1,700.00
  - Food: $10/student for 100 students - $1,000.00
  - Decorations: $150.00
  - DJ: $250.00
  - Giveaways: $1,000.00

The open house expenses listed above reflect the estimated costs of past successful open house events. The community is invited via postcard invitation one month before the event date. All households within the target zip code with at least one child 14-21 years of age will receive a postcard invitation. Snacks and beverages from a local vendor are included in these expenses. . Decorations such as balloons, streamers, and a banner are also included as estimated costs. Giveaways may include school supplies, such as backpacks, ear buds, I-pods, etc.

To confirm the other costs listed above, past invoices of marketing and outreach conducted for schools in Chicago and Memphis can be found on the following pages.

Please note that Google AdWords and Facebook advertising work on a bid-for-click budget system. As the advertiser, PIE-AZ sets a price-per-click budget and a total budget (in this case $500 per vendor) for the campaign over a specified period of time. PIE-AZ will be competing for clicks with other advertisers who have set their own budgets and parameters. A previous seven page Facebook invoice for a campaign with a total budget of $500, but a bidding result balance due of only $496.52, is also below to demonstrate billing activity and resulting marketing impressions for bid-for-click campaigns.

Facebook, Inc.
1601 Willow Road
Menlo Park, CA 94025-1452
United States

Account: 1399096800412219

Transaction #713334742112046-1321110

Description	Facebook Ads Payment
Account	1399096800412219
Transaction Date	05/22/2015 10:57am
Total Payment	$496.52 USD
Method	American Express xxx xxxx xxxx 1000
Status	Payment Completed

Billing Activity

For advertising services provided from 05/15/2015 12:00am to 05/15/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.ofysummer.org/ - Website Clicks	1,070 Impressions	$4.05 USD
6028419914170	www.ofysummer.org/ - Website Clicks	12,431 Impressions	$41.18 USD
6028420192970	www.ofysummer.org/ - Website Clicks	912 Impressions	$3.46 USD
Total			$48.69 USD

Billing Activity

For advertising services provided from 05/15/2015 12:00am to 05/15/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.ofysummer.org/ - Website Clicks	3,356 Impressions	$11.22 USD
6028419914170	www.ofysummer.org/ - Website Clicks	6,282 Impressions	$25.25 USD
6028420192970	www.ofysummer.org/ - Website Clicks	3,507 Impressions	$11.77 USD
Total			$48.24 USD

Billing Activity

For advertising services provided from 05/14/2015 12:00am to 05/14/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.ofysummer.org/ - Website Clicks	1,987 Impressions	$7.03 USD
6028419914170	www.ofysummer.org/ - Website Clicks	8,073 Impressions	$29.19 USD
6028420192970	www.ofysummer.org/ - Website Clicks	2,047 Impressions	$8.78 USD
Total			$45.00 USD

Billing Activity

For advertising services provided from 05/14/2015 12:00am to 05/14/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	3,619 impressions	$10.44 USD
6028419914170	www.citysummer.org/ - Website Clicks	5,069 impressions	$17.81 USD
6028420192970	www.citysummer.org/ - Website Clicks	3,004 impressions	$8.82 USD

Total $37.07 USD

Billing Activity

For advertising services provided from 05/14/2015 12:00am to 05/14/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419914170	www.citysummer.org/ - Website Clicks	3 impressions	$0.01 USD

Total $0.01 USD

Billing Activity

For advertising services provided from 05/14/2015 12:00am to 05/14/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	6 impressions	$0.04 USD
6028419914170	www.citysummer.org/ - Website Clicks	15 impressions	$0.15 USD
6028420192970	www.citysummer.org/ - Website Clicks	17 impressions	$0.09 USD

Total $0.28 USD

Billing Activity

For advertising services provided from 05/13/2015 12:00am to 05/13/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	3,596 impressions	$10.51 USD
6028419914170	www.citysummer.org/ - Website Clicks	1,105 impressions	$3.03 USD
6028420192970	www.citysummer.org/ - Website Clicks	3,866 impressions	$9.82 USD

Total $23.36 USD

Billing Activity

For advertising services provided from 05/13/2015 12:00am to 05/13/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	2,496 impressions	$8.69 USD
6028419914170	www.citysummer.org/ - Website Clicks	599 impressions	$1.81 USD
6028420192970	www.citysummer.org/ - Website Clicks	2,139 impressions	$9.40 USD

Total $19.90 USD

Billing Activity

For advertising services provided from 05/13/2015 12:00am to 05/13/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	15 impressions	$0.13 USD
6028420192970	www.citysummer.org/ - Website Clicks	17 impressions	$0.12 USD

Total $0.25 USD

Billing Activity

For advertising services provided from 05/13/2015 12:00am to 05/13/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	2 Impressions	$0.01 USD
6028420192970	www.cfysummer.org/ - Website Clicks	1 Impression	$0.01 USD

Total $0.02 USD

Billing Activity

For advertising services provided from 05/12/2015 12:00am to 05/12/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	1,778 Impressions	$5.79 USD
6028419914170	www.cfysummer.org/ - Website Clicks	789 Impressions	$2.18 USD
6028420192970	www.cfysummer.org/ - Website Clicks	1,991 Impressions	$8.88 USD

Total $16.85 USD

Billing Activity

For advertising services provided from 05/12/2015 12:00am to 05/12/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	4,478 Impressions	$13.09 USD
6028419914170	www.cfysummer.org/ - Website Clicks	991 Impressions	$2.54 USD
6028420192970	www.cfysummer.org/ - Website Clicks	4,026 Impressions	$10.07 USD

Total $25.70 USD

Billing Activity

For advertising services provided from 05/12/2015 12:00am to 05/12/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	3 Impressions	$0.04 USD
6028419914170	www.cfysummer.org/ - Website Clicks	1 Impression	$0.01 USD
6028420192970	www.cfysummer.org/ - Website Clicks	16 Impressions	$0.16 USD

Total $0.21 USD

Billing Activity

For advertising services provided from 05/11/2015 12:00am to 05/11/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	2,168 Impressions	$6.75 USD
6028419914170	www.cfysummer.org/ - Website Clicks	728 Impressions	$1.55 USD
6028420192970	www.cfysummer.org/ - Website Clicks	1,727 Impressions	$8.01 USD

Total $16.31 USD

Billing Activity

For advertising services provided from 05/11/2015 12:00am to 05/11/2015 11:59pm

Ad ID	Ad Name	Details	Amount

6028419855170	www.cfysummer.org/ - Website Clicks	4,397 Impressions	$12.19 USD
6028419914170	www.cfysummer.org/ - Website Clicks	1,246 Impressions	$3.23 USD
6028420192970	www.cfysummer.org/ - Website Clicks	4,629 Impressions	$10.70 USD

Total $26.12 USD

Billing Activity

For advertising services provided from 05/11/2015 12:00am to 05/11/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	3 Impressions	$0.03 USD

Total $0.03 USD

Billing Activity

For advertising services provided from 05/11/2015 12:00am to 05/11/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	3 Impressions	$0.03 USD
6028420192970	www.cfysummer.org/ - Website Clicks	8 Impressions	$0.09 USD

Total $0.12 USD

Billing Activity

For advertising services provided from 05/10/2015 12:00am to 05/10/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	6,078 Impressions	$13.13 USD
6028419914170	www.cfysummer.org/ - Website Clicks	1,410 Impressions	$3.87 USD
6028420192970	www.cfysummer.org/ - Website Clicks	5,058 Impressions	$11.56 USD

Total $28.56 USD

Billing Activity

For advertising services provided from 05/10/2015 12:00am to 05/10/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	2,121 Impressions	$6.41 USD
6028419914170	www.cfysummer.org/ - Website Clicks	465 Impressions	$0.93 USD
6028420192970	www.cfysummer.org/ - Website Clicks	1,762 Impressions	$7.89 USD

Total $15.23 USD

Billing Activity

For advertising services provided from 05/10/2015 12:00am to 05/10/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419914170	www.cfysummer.org/ - Website Clicks	1 Impression	$0.01 USD

Total $0.01 USD

Billing Activity

For advertising services provided from 05/10/2015 12:00am to 05/10/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028420192970	www.cfysummer.org/ - Website Clicks	8 Impressions	$0.06 USD

Total $0.06 USD

Billing Activity

For advertising services provided from 05/09/2015 12:00am to 05/09/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	2,448 Impressions	$7.71 USD
6028419914170	www.cfysummer.org/ - Website Clicks	440 Impressions	$1.22 USD
6028420192970	www.cfysummer.org/ - Website Clicks	2,330 Impressions	$8.49 USD

Total $17.42 USD

Billing Activity

For advertising services provided from 05/09/2015 12:00am to 05/09/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	7,470 Impressions	$12.20 USD
6028419914170	www.cfysummer.org/ - Website Clicks	1,200 Impressions	$3.55 USD
6028420192970	www.cfysummer.org/ - Website Clicks	5,225 Impressions	$11.57 USD

Total $27.32 USD

Billing Activity

For advertising services provided from 05/09/2015 12:00am to 05/09/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	7 Impressions	$0.07 USD
6028419914170	www.cfysummer.org/ - Website Clicks	1 Impression	$0.01 USD
6028420192970	www.cfysummer.org/ - Website Clicks	18 Impressions	$0.15 USD

Total $0.23 USD

Billing Activity

For advertising services provided from 05/08/2015 12:00am to 05/08/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	2,896 Impressions	$4.28 USD
6028419914170	www.cfysummer.org/ - Website Clicks	531 Impressions	$1.40 USD
6028420192970	www.cfysummer.org/ - Website Clicks	2,286 Impressions	$5.50 USD

Total $11.18 USD

Billing Activity

For advertising services provided from 05/08/2015 12:00am to 05/08/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.cfysummer.org/ - Website Clicks	1,728 Impressions	$6.02 USD
6028419914170	www.cfysummer.org/ - Website Clicks	291 Impressions	$1.01 USD
6028420192970	www.cfysummer.org/ - Website Clicks	1,473 Impressions	$4.51 USD

Total $11.54 USD

Billing Activity

For advertising services provided from 05/08/2015 12:00am to 05/08/2015 11:59pm

Ad ID	Ad Name	Details	Amount

6028419855170	www.citysummer.org/ - Website Clicks	20 Impressions	$0.13 USD
6028419914170	www.citysummer.org/ - Website Clicks	5 Impressions	$0.06 USD
6028420192970	www.citysummer.org/ - Website Clicks	17 Impressions	$0.09 USD

Total $0.28 USD

Billing Activity

For advertising services provided from 05/06/2015 12:00am to 05/06/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6028419855170	www.citysummer.org/ - Website Clicks	1 Impression	$0.01 USD

Total $0.01 USD

Billing Activity

For advertising services provided from 05/06/2015 12:00am to 05/06/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	1,129 Impressions	$1.40 USD
6027825289570	www.citysummer.org/ - Website Clicks	1,123 Impressions	$1.68 USD

Total $3.08 USD

Billing Activity

For advertising services provided from 05/06/2015 12:00am to 05/06/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	5,442 Impressions	$13.44 USD
6027825289570	www.citysummer.org/ - Website Clicks	5,184 Impressions	$12.97 USD

Total $26.41 USD

Billing Activity

For advertising services provided from 05/05/2015 12:00am to 05/05/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	6,549 Impressions	$14.63 USD
6027825289570	www.citysummer.org/ - Website Clicks	5,899 Impressions	$12.70 USD

Total $27.33 USD

Billing Activity

For advertising services provided from 05/05/2015 12:00am to 05/05/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	2,596 Impressions	$2.87 USD
6027825289570	www.citysummer.org/ - Website Clicks	2,201 Impressions	$4.53 USD

Total $7.40 USD

Billing Activity

For advertising services provided from 05/05/2015 12:00am to 05/05/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	3 Impressions	$0.03 USD
6027825289570	www.citysummer.org/ - Website Clicks	5 Impressions	$0.05 USD

Total $0.08 USD

Billing Activity

For advertising services provided from 05/05/2015 12:00am to 05/05/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	1 Impression	$0.01 USD
6027825280570	www.citysummer.org/ - Website Clicks	1 Impression	$0.01 USD

Total $0.02 USD

Billing Activity

For advertising services provided from 05/04/2015 12:00am to 05/04/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	2,624 Impressions	$4.25 USD
6027825280570	www.citysummer.org/ - Website Clicks	2,579 Impressions	$4.27 USD

Total $8.52 USD

Billing Activity

For advertising services provided from 05/04/2015 12:00am to 05/04/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	4 Impressions	$0.03 USD
6027825280570	www.citysummer.org/ - Website Clicks	7 Impressions	$0.05 USD

Total $0.08 USD

Billing Activity

For advertising services provided from 05/04/2015 12:00am to 05/04/2015 11:59pm

Ad ID	Ad Name	Details	Amount
6027824634570	www.citysummer.org/ - Website Clicks	1,523 Impressions	$1.98 USD
6027825280570	www.citysummer.org/ - Website Clicks	1,277 Impressions	$1.62 USD

Total $3.60 USD

Cactus Mailing
company

QUOTE

16121 N 78th Street Suite 103
Scottsdale AZ 85260
Phone: 866-443-1442 Fax: 866-828-7794

Customer Information

EMS
Jennifer Johnson
320 N Halstead Ste 100
Pasadena CA 91107

Date	Number	Sales Rep
3/4/2015	138770-C	Joe McAtee

	Qty	Total
Postcard Marketing Package Print 4x6 Postcards 14pt stock with UV coating on non-address side. Full color both sides Targeted Consumer Mailing List (single use) provided by Cactus Mailing Postcard addressing and delivery to the post office FREE Shipping of Extra Material (if applicable) Client Provided Design File (please review design submission requirements)	5000	$550.00
Estimate for presort 1st class card postage. Typical postal delivery time is 3-9 days. You will be credited/charged for the difference between the estimated postage and the actual postage amount. Postage not to exceed $0.278 per piece.	4500	$1,138.50

Project Notes:

Tennessee Mailing -- 3k list provided by client combined with 1500 list provided by Cactus Mailing -- 4500 total addresses
500 extras will be shipped to client

Subtotal	$1,688.50
Sales Tax (7.95%)	$0.00
Total	$1,688.50

Turnaround Time (please check one)		Additional Cost
☐ **Standard:**	Once proof is approved and mailing list is processed production time is 5-6 business days	**$0.00 (included)**
☐ **Expedite:**	Once proof is approved and mailing list is processed production time is 3 business days	**$75.00**

Down Payment	Estimated Balance Owed
$550.00	**$1,138.50**

The amount charged today will be the down payment. Once your proof is approved and your mailing list is processed we will automatically charge the balance owed to the same credit card.

To proceed please sign, include payment and fax to 866-828-7794

Payment Method: ☐ **Visa** ☐ **MC** ☐ **AMEX** ☐ **Discover**

Name on Card:_____ Sign Here:_____

Card #:_____ Exp Date:_____ CCV Code:_____

Billing Zip:_____

If expedite option is chosen all project fees will be charged with down payment
This proposal is subject to the terms and conditions found at http://www.cactusmailing.com/terms/

56443
ver550-99cmc

Cactus Mailing company

QUOTE

16121 N 78th Street Suite 103
Scottsdale AZ 85260
Phone: 866-443-1442 Fax: 866-828-7794

Customer Information

EMS
Jennifer Johnson
320 N Halstead Ste 100
Pasadena CA 91107

Date	Number	Sales Rep
12/19/2014	135501-C	Joe McAtee

	Qty	Total
Postcard Marketing Package Print 4x6 Postcards 14pt stock with UV coating on non-address side. Full color both sides Occupant Mailing List (single use) provided by Cactus Mailing Postcard addressing and delivery to the post office FREE Shipping of Extra Material (if applicable) Client Provided Design File (please review design submission requirements)	2500	$456.00
Estimate for presort 1st class card postage. Typical postal delivery time is 3-9 days. You will be credited/charged for the difference between the estimated postage and the actual postage amount. Postage not to exceed $0.278 per piece.	2500	$632.50

Project Notes:

Occupant list of apartments -- trim to 2500
T001795886

Subtotal	$1,088.50
Sales Tax (7.95%)	$0.00
Total	$1,088.50

Turnaround Time (please check one)		Additional Cost
☐ **Standard:**	Once proof is approved and mailing list is processed production time is 5-6 business days	**$0.00 (included)**
☐ **Expedite:**	Once proof is approved and mailing list is processed production time is 3 business days	**$75.00**

Down Payment	Estimated Balance Owed
$456.00	**$632.50**

The amount charged today will be the down payment. Once your proof is approved and your mailing list is processed we will automatically charge the balance owed to the same credit card.

To proceed please sign, include payment and fax to 866-828-7794

Payment Method: ☐ **Visa** ☐ **MC** ☐ **AMEX** ☐ **Discover**

Name on Card:_____ Sign Here:_____

Card #:_____ Exp Date:_____ CCV Code:_____

Billing Zip:_____

If expedite option is chosen all project fees will be charged with down payment
This proposal is subject to the terms and conditions found at http://www.cactusmailing.com/terms/

56443
ver456-99cmc

Location List for: Memphis - General Market - All - 18+

Whitehaven Transits

	TabID Location Number	Description	Face	Media Type	Tot 18+ Imp (Wkly)	Illum	Size	Latitude	Longitude	Rate per Face	Number of Period(s)	Total Rate per Face
1	334707 040435	Elvis Presley 500 ft N/O Craft WS	N	Transit Shelter Display	83,726	Y	68" x 47"	35.045845	-90.02529	$ 600	1	$ 600
	Current Copy: City of Memphis: Avail 2/16/15											
2	334710 040447	Elvis Presley 1000 ft N/O Raines ES	S	Transit Shelter Display	83,895	Y	68" x 47"	35.0380974	-90.025	$ 600	1	$ 600
	Current Copy: Bancorp South: Avail 3/16/15											
3	334985 041972	Shelby Dr 300 ft E/O Elvis Presley SS	E	Transit Shelter Display	43,812	Y	68" x 47"	35.0207939	-90.0222	$ 600	1	$ 600
	Current Copy: Cricket Communications: Avail 2/16/15											
4	335087 042551	Winchester 0.1 mi W/O Hermitage NS	E	Transit Shelter Display	32,509	Y	68" x 47"	35.0543	-90.0212555	$ 600	1	$ 600
	Current Copy: Shelby County Schools: Avail 3/16/15											

ALL SPACE RATES ARE QUOTED AS NET.
Production costs are not included.
Any additional costs are not agency commissionable unless otherwise stated.

All calculations are based on four week periods – rates are subject to change and are valid for up to two weeks from proposal presentation.
All space submitted is without reservation and subject to prior sale. This proposal does not include the cost of production or extensions/embellishments unless stated otherwise.
Be advised that the Total 18+ Imps (Weekly) reported for digital sports now represent only those impressions for a single spot in rotation. They do not represent all impressions available on the structure, since these structures have multiple spots. The TAB Out of Home Ratings™ data is proprietary intellectual property owned by the Traffic Audit Bureau for Media Measurement, Inc. and is to be used only by the recipient solely and exclusively for its planning and/or buying of out-of-home media advertisements. ©Copyright 2014, All Rights Reserved

Prepared by: Donny Jackson, Memphis
Wednesday February 04, 2015 at 3:12 PM CDT

Total Program Summary:

Whitehaven Transits

Market(s)	Total Faces	Rate Per Face	Total Investment
Memphis - Location Selection Only - General Market - All - 18+			
Start Date: 2/16/15 Total Period(s): 1			
Transit Shelter Display	4	$ 600	$ 2,400
TOTAL	4		$ 2,400
TOTAL	4		$ 2,400

ALL SPACE RATES ARE QUOTED AS NET.
Production costs are not included.
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Prepared by: Donny Jackson, Memphis
Wednesday February 04, 2015 at 3:12 PM CDT

Order Confirmation 9904455

101 Commerce Street
Oshkosh, WI 54901

Toll Free 877-4imprint
Fax 800-355-5043

http://www.4imprint.com

Main address	Invoice address	Shipping address
Jennifer Johnson EMS 320 N HALSTEAD ST STE 220 PASADENA, CA 91107-3141	John Hall Jr 320 N. Halstead St Suite 280 Pasadena CA 91107	Jennifer Johnson Marketing 320 N. Halstead #280 Pasadena, CA 91107 USA

Order No.	Order Date	Account Rep.	Account no.	Administrator	Cust. Ref.
9904455	11/26/2014	Carla Gellings	3040614	Carla Gellings	0

Product	Description	Qty	Color	Cost/Unit	Total
417613	Simplistic Grip Pen - White - 24 hr	500	White, Navy Blue	36¢	$175.00
	Set-Up Charge	1		$25.00	$25.00
	24 hr Rush Service	1		$40.00	$40.00

Artwork Instructions:
Questions call: Carla Gellings Phone: 1-800-300-1336 Ext 8410 Email: cgellings@4imprint.com Direct Fax: 855-781-4008

Tax:	0¢
Freight Charge:	$33.66
Product Total:	$273.66

436355	Economy Lanyard - 3/4" - Metal Swivel Snap Hook	250	Electric Blue, Black	$1.44	$360.00
	Set-Up Charge	1		$35.00	$35.00

Artwork Instructions:
Questions call: Carla Gellings Phone: 1-800-300-1336 Ext 8410 Email: cgellings@4imprint.com Direct Fax: 855-781-4008

Tax:	0¢
Freight Charge:	$14.60
Product Total:	$409.60

406472	Bic 20 mil Jumbo Business Card Magnet - 24 hr	500	White, White	34¢	$170.00
	Set-Up Charge(Per Order Line)	1		$10.00	$10.00
	24 hr Rush Service	1		$40.00	$40.00

Artwork Instructions:
Questions call: Carla Gellings Phone: 1-800-300-1336 Ext 8410 Email: cgellings@4imprint.com Direct Fax: 855-781-4008

Tax:	0¢
Freight Charge:	$32.22
Product Total:	$252.22

31975	Closed-Back Table Throw - 8'	2	Blueberry, Blueberry	$195.00	$390.00
	Set-Up Charge(Per Order Line)	1		0¢	0¢

Artwork Instructions:
Questions call: Carla Gellings Phone: 1-800-300-1336 Ext 8410 Email: cgellings@4imprint.com Direct Fax: 855-781-4008

Tax:	0¢
Freight Charge:	$46.29
Product Total:	$436.29

401109	Road Runner Sportpack - 16-1/2" x 13"	500	Process Blue, Black	$1.02	$510.00
	Set-Up Charge	1		$50.00	$50.00

Artwork Instructions:

Questions call: Carla Gellings Phone: 1-800-300-1336 Ext 8410 Email: cgellings@4imprint.com Direct Fax: 855-781-4008

Tax:	0¢
Freight Charge:	$124.92
Product Total:	$684.92

Order Total: $2,056.69

Ship to	Item#	Qty	Ship by	Carrier, service	Due Date	Freight
Address above	114057-W-24HR	500	12/02/2014	UPS 3 Day Select (Parcel)	12/05/2014	$33.66
Address above	6514-MSS	250	12/03/2014	UPS 3 Day Select (Parcel)	12/08/2014	$14.60
Address above	6929-24HR	500	12/02/2014	UPS 3 Day Select (Parcel)	12/05/2014	$32.22
Address above	2213	2	12/04/2014	UPS 3 Day Select (Parcel)	12/09/2014	$46.29
Address above	113303-1613	500	12/03/2014	UPS 3 Day Select (Parcel)	12/08/2014	$124.92

THIS IS YOUR SALES ORDER ACKNOWLEDGEMENT. Our Sales Invoice will be forwarded shortly after despatch. Important notice: In most cases the prices shown are actual and final. However, due to the complexities of your artwork or the customization involved with the product, additional charges may apply, or some of the additional charges shown may not be chargeable. If any changes are required, we will contact you by e-mail prior to production, and you will have the option to cancel your order without penalty. In any case, where additional charges apply, your signed approval will be required to proceed.

We will be sending information about your order to you via e-mail.To avoid any delays, we ask that you check your e-mail during the time your order is in process for any updates.

Print page | Close Window

D. Timeframe for Advertising and Promotion Plan

The timeline below lays out PIE-AZ's plan for advertising and promotion based upon the narrative above. PIE-AZ has begun to host community meetings.

Month	Action Steps	Person Responsible	Objective
May 2015	Host community meeting at local recreation centers and libraries to advertise Fifth Arrow	Assistant Superintendent, Charter Development (PMG)	Awareness of the program
June 2015 *(Ongoing)*	Establish relationships with key community leaders to inform them about the school's unique model for referring students and to discuss the role they can play in making their constituency aware of Fifth Arrow.	Assistant Superintendent, Charter Development (PMG), PIE-AZ Board Members	Develop a community presence
July 2015 *(Ongoing)*	Attend community meetings and events targeted to prospective students and their families to share information about Fifth Arrow and gain feedback on the proposed location and program offerings	Assistant Superintendent, Charter Development (PMG)	Develop support for the program
August 2015 *(Ongoing)*	Establish relationships with non-profit organizations that serve the same target population to inform them of PIE-AZ's plans to apply for charter and serve students in zip codes 85012, 85014, 85016, and 85019.	Assistant Superintendent, Charter Development (PMG)	Develop support for the program
September - November 2015	Attend job and career fairs to promote Fifth Arrow to individuals of high school age who are looking to work and complete their high school education and graduate with a diploma.	Assistant Superintendent, Charter Development (PMG)	30 Intent to Enroll forms completed (upon charter approval, students will be notified of enrollment)
December 2015 *(Planned)*	Charter application approved	Arizona State Board for Charter Schools	Charter application approval

January 2016 (Ongoing)	Begin process for building webpage, social media accounts and conduct internet marketing.	Marketing vendor, Assistant Superintendent, Charter Development	Total of 50 enrollment forms completed
February 2016 *(Ongoing)*	Door-to-door distribution of Fifth Arrow flyer	PIE-AZ Board Members and volunteers	Total of 75 enrollment forms completed
March 2016 *(Ongoing)*	Advertise in public places such as bus stops, libraries, and other heavily trafficked places.	Marketing vendor	Total of 100 enrollment forms completed
April – July 2016	Host community meetings at local recreation centers and libraries and invite families and students to learn about Fifth Arrow and complete intent to enroll form. If oversubscribed, a lottery will be conducted.	Principal, PIE-AZ Board of Directors and Center Coordinator	Total of 200 enrollment forms completed
June 2016	Open House Event	Principal, PMG Assistant Superintendent , PIE-AZ Board of Directors, Center Coordinator	Total of 250 enrollment forms completed
July 2016	First day of school – Recruitment efforts ongoing	Principal, PIE-AZ Board of Directors	Continue to enroll students throughout the 2016-17 school year for a goal of 300 total students by the end of year one
August – July 2017	Repeat above recruitment process for 2016-2017 school year, utilizing the most successful recruitment methods from the prior year.	Principal, PIE-AZ Board of Directors, Center Coordinator and Marketing Vendor	300 additional students enrolled by July 2017
August – July 2018	Repeat above recruitment process for 2017-2018 school year, utilizing the most successful recruitment methods from the prior year.	Principal, PIE-AZ Board of Directors, Center Coordinator and Marketing Provider	300 additional students enrolled by July 2018