Advertising and Promotion Plan

From experience, research, and market study over the last 10 years, RMG has learned how to introduce a new charter school through strategic promotion, while maintaining customer awareness. Proven strategies including word of mouth, billboards, television commercials, radio ads, web-based advertising, and on-site advertising, utilized with Canyon, Desert, and Mountain Rose Academies, will attract customers to Pima Rose Academy. A combination of these strategies will be used to target the potential PRA students in southwest Tucson.

Strategies

Word of Mouth: The most successful strategy we have experienced is word of mouth - whether it is current or graduated students, families and satisfied parents, recruiters, probation officers, counselors from other high schools, and others. Rose Management Group is encouraged when we receive current inquiries asking if a Rose Academy charter school exists on the southwest side of Tucson.

Billboards: Rose Management Group has a contract with Clear Channel Outdoor for one billboard located on a major freeway and two billboards that rotate throughout Tucson. Rose Management Group will strategically select a rotation in southwest Tucson. Upon approval of the Pima Rose Academy charter application, all the billboards will be modified with a splash for the opening of Pima Rose Academy on the southwest side of Tucson. The multiple billboards allow us to target the greater Tucson. We have found that with customers from zip code areas throughout the city and adjacent areas attend a school for various reasons other than residence. Customers may work in that area, have family in that area, have family that works in that area, etc.

Television Commercials: Rose Management Group has contracted with KGUN9 to air commercials on Channel 9 and the CW. A guaranteed amount of commercials on each channel per month run during different time slots. The contract also guarantees a banner that will cycle through the KGUN9 website that is linked to the Pima Rose Academy website. Upon approval of the Pima Rose Academy charter application, the television commercial will be modified with a splash for the opening of Pima Rose Academy on the southwest side of Tucson.KGUN9 targets ages 18-54, and the CW targets a teenage population, ages 12-21

Radio Ads: Rose Management Group has contracted with Clear Channel Radio to run ads for a select amount of time on four different radio stations: 93.7, 98.3, 92.9, and AM 1490. The ads will run during one week in June and July during different times of the day. The combination of stations targets a broad age group, ranging from 12-54.

Web-based: Rose Management Group and the Rose Academies have a website where customers can obtain information about Pima Rose Academy and complete a request for enrollment information.

On-site advertising:

- Rose Management Group currently produces brochures for customers to obtain information about the school. A kiosk located in the lobby of Canyon, Desert, and Mountain Rose Academy will be utilized to inform customers about Pima Rose Academy.
- To ensure a positive reception and relationship, Pima Rose Academy will work with the Midvale Homeowner's Association to schedule Open Houses between June and August 2011 for students, parents, and the neighborhood to see the school and gather information. Pima Rose Academy is always willing to conduct a tour for potential customers and answer any questions during hours of operation.
- A monument and building signs will be purchased for Pima Rose Academy. The site plan has a specific area that is located on Irvington Rd to allow for great visibility from the street. The monument sign is an LED sign where information can be rotated through on a schedule.

Student recruitment will begin upon approval of the charter for Pima Rose Academy. Rose Management Group is able to start recruiting through the existing Rose Academies that they manage.

Advertising and Promotion Timeline:

Strategy	**Vendor**	**Timeline**
Word of Mouth	Current students, staff, counselors, recruiters, etc.	Upon approval of charter
Billboards	Clear Channel Outdoor	Beginning April 2011then ongoing
Television Commercials	KGUN9	Beginning April 2011-
Radio Ads	Clear Channel Radio	June – August, 2011
Web-based	Rose Management Group personnel	April 2011,then ongoing
Brochures, Enrollment Packets	In-house personnel	April 2011, then ongoing
Open Houses	In-house personnel, Midvale Homeowner's Association	June – August, 2011
Monument Sign	Precise Signs	February

Costs and Inclusion that Supports Budget

The total cost of the advertising and promotion plan is $1,700 per month to RMG. The media rates are based on current contract values with the vendors stated above. The costs for enrollment packets and brochure costs are based on the supplies required to print them, including, but not limited to paper, toner, etc. The cost for the monument sign is based on an estimate provided by Precise Signs.

These costs are included in the Start-up and Three-Year Operational Budget. Because RMG incurs all these costs, the amount reflected in the budgets is one-quarter, ¼, of the total cost. The budgets were developed with a conservative estimate of number of students and State Equalization; however, RMG has working capital to support PRA during its start-up. Support from RMG is stated in the EMO, education service provider agreement contained in this application.