**Marketing Efforts for 2016-2017 at Columbia College**

1. Designed and purchased two banners for display downtown—across Washington Street in Sonora and across Main Street in Angels Camp. Dates on banners can be updated for multiple year use.

2. Sonora Regal Cinemas 10 advertising

- 52 week contract - August 12, 2016-September 2017
- 350 15 second ads shown per week

3. Pandora Radio Ads (July – Sept 2016)

- Target audience 16-44 years old
- Banner and Audio Commercials
- Contract includes metrics on number of listeners and frequency of hits on the ad

4. Tuolumne County Transit

- 1 year contract (July 2016 – July 2017)
- Ad placed in the rear of bus

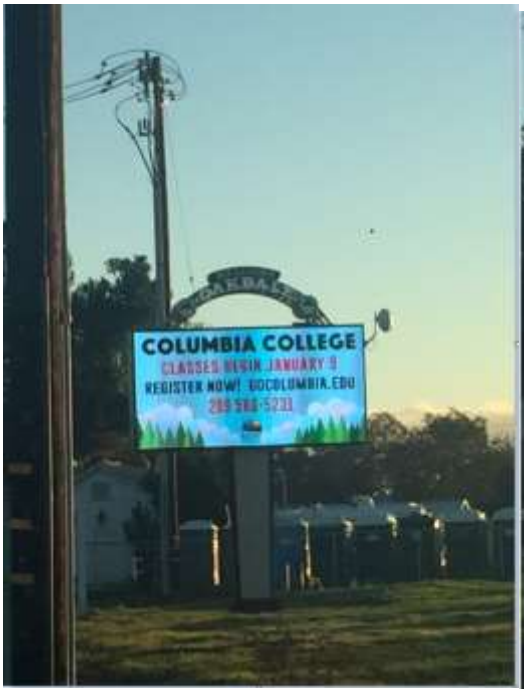
5. Calaveras County Transit

- 1 year contract (July 2016 – July 2017)
- Ad placed in the rear of bus

6. CC Yearbook ads (full page)

- Sonora High
- Tioga High
- Summerville High
- Bret Harte High

7. Oakdale digital Billboard for spring 2017 Registration
Ran Nov. 14 – Dec. 11, 2016 (22 spots per hour…for a total of 14,784 spots for the 4 week period)



8. Renewed Pandora Mobile Campaign for spring 2017 (Calaveras, Tuolumne, Riverbank, Waterford, Hickman, Oakdale, La Grange, Nov. 9 – Jan. 9, 2017

- Target audience 16-44 years old
- Banner and Audio Commercials
- Contract includes metrics

9. College Banner hung downtown Sonora, Dec. 20, 2016 – Jan. 9. 2017 for Spring Classes 2017

10. Designed, published and circulated promo booklet "8 good reasons to choose…Columbia College".

11. Designed, published and circulated a Career Technical Education / Arts & Sciences information booklet in a "flip book" format.

12. CCCApply –
When students apply to Columbia College through CCCApply they are asked "how did you hear about CC." We can run a report each semester to see which marketing methods worked.

13. Media Preferences Survey – Spring 2016 (Conducted on behalf of Columbia College by Interact Communications)
Over the course of a four-week period in mid-spring 2016, Interact Communications conducted a survey of Columbia College's students to determine their preferences for media, news, entertainment, and communication. Click the icon to see the process, survey and metrics. There are 79 slides, but they drill down to some interesting findings that helped guide our marketing.

Columbia College
Media Preferences Su

14. Oakdale Banner at the Stanislaus Culinary Arts Institute

15. May – August 2017. Joint ad between Columbia College and MJC at the Riverbank Galaxy Theatres to promote Fall 2017 at both colleges.