

1STOP 2ENROLL

Come to any M State campus between
9 a.m. and 3 p.m. on our 1Stop2Enroll days:

January 2018



Web Traffic	255
Total # of Applicants 2016	376
Total # of Applicants 2017	350
Total Campaign Cost:	\$13,491.23
Target Demo:	Adults 18-29
Total Ears/Eyes	469735
CPM	\$28.72

CAMPAIGNS BY SOURCE			December 26	January 1	Ears/Eyes
Radio	Big 98.7		35	35	39,690
Radio	KJJK		20	20	18,520
Radio	KZCR		20	20	15,120
Radio	KBOT		20	29	28,616
Radio	KPRW		20	29	28,616
Radio	Channel 97.7 Bonus no info		20	20	0
Radio	Q 105.1		35	35	55,230
Radio	Hitis 96.9		35	35	38,220
Radio	KBLB		25	28	41,870
Radio	KLIZ		25	28	41,870
Outdoor	Newman (Fargo)		20160	20160	40,320
Outdoor	FireFly (Fargo)		20160	20160	40,320
Miscellaneous					
Facebook	Social Ad Reach				2,064
Facebook	Social Clicks - Ads				185
Indoor	Billboards - OTW				76,650
Emails	Delivered				1895
Emails	Opened				479 (25.28%)
Emails	Clicked				59 (3%)



Minnesota State
Community and Technical College

A member of the Minnesota State system