

# FIND YOUR FIT



**Choose M State. You'll fit here.**

Web Traffic	71
Total # of Applicants 2016	551
Total # of Applicants 2017	542
Total Campaign Cost:	\$3,800.00

Target Demo	Adults 18-29
Total Ears/Eyes	192,311
CPM	\$19.76

CAMPAIGNS BY SOURCE		Nov 6	Nov 13	Nov 20	Nov 27	Ears/Eyes
Print	Dakota Student	x	x	x		7,500
Print	MSUM Advocate		x			6,000
Billboards	Newman		20,160	20,160		40,320
Billboards	FireFly		20,160	20,160		40,320
<b>Miscellaneous</b>						
Facebook	Social Ad Reach					20,018
Facebook	Social Clicks - Ads					75
Indoor	Billboards - OTW					76,650
Emails	Delivered					1,111
Emails	Opened					321 (28.8%)
Emails	Clicked					39 (3.5%)

