

Working together to promote public schools

November 15, 2016



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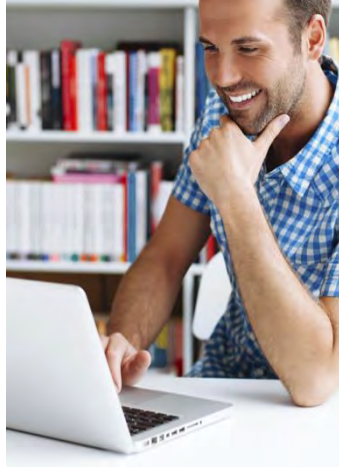
- *How it all started*
- *Investment per district*
- *Today's media consumption*
- *The program*
- *Our media partnership*
- *Who to contact*



Multi-screen campaigns are essential



SMARTPHONES & CABLE
dominate the morning
when people wake up



ONLINE COMPUTER
use dominates during
daytime, with work-
related search and video
entertainment breaks



ALL DEVICES
are used heavily in late
afternoon, which appears to
be a "transition" daypart



CABLE TV & TABLETS
lead in primetime as
multi-tasking between
TV and devices occur



CABLE TV
is highest during primetime
but it also leads in late fringe



7am



11am



3pm



7pm



11pm



TV Educates

AWARENESS

- 40% of parents take action as a result of seeing a television advertisement¹

RECALL

- Combining television and online advertising can increase recall of your brand by 40%³

TRUST

- 70% of parents believe that online advertising is credible¹

PURCHASE

- Over half of parents are influenced by their children during purchase decisions³

ADVOCACY

- Parents of teenagers are more likely to support education or youth related causes/charities than the average adult²

The progression of a campaign

Cable Television Commercials



Students



Scholarship



Graduate Success

Cable television commercials aired across networks like:



FREEFORM



Including in-game commercials during:



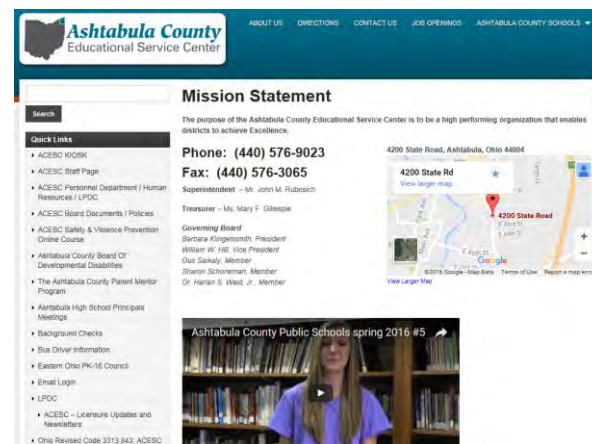
The progression of a campaign

Audience Network Display

Advertisement Unit:



Click Through URL:



The progression of a campaign

Audience Network Display

Advertisement Unit:



Click Through URL:



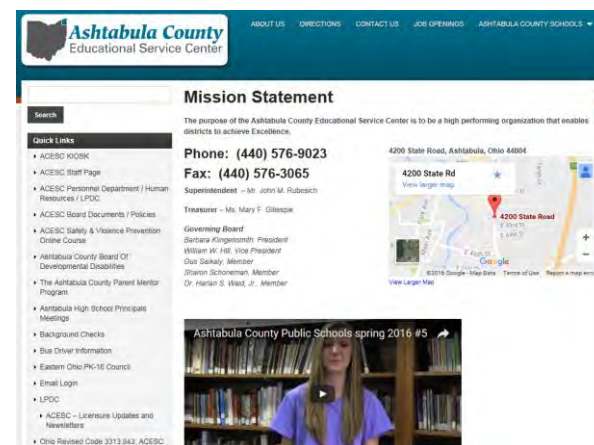
The progression of a campaign

Audience Network Display

Advertisement Unit:



Click Through URL:



The progression of a campaign

Audience Network Pre-Roll

Advertisement Unit:



Click Through URL:



The progression of a campaign

Mobile Display



Advertisement Unit:



Click Through URL:



The progression of a campaign

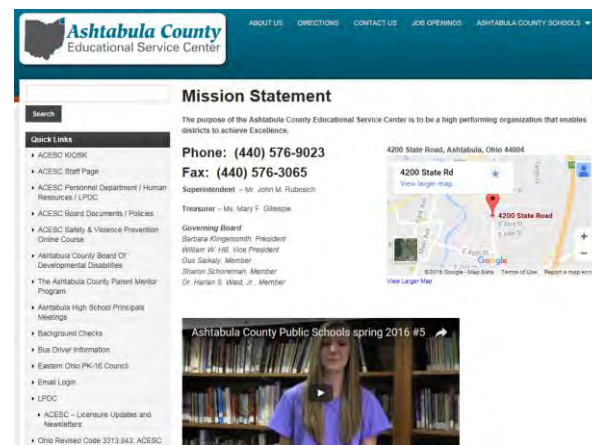
Mobile Display



Advertisement Unit:



Click Through URL:



The progression of a campaign

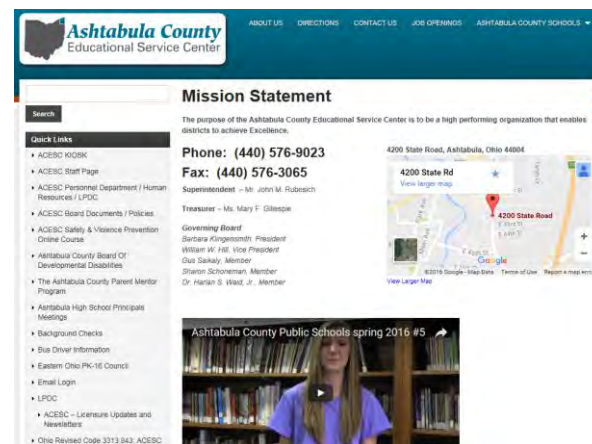
Mobile Display



Advertisement Unit:



Click Through URL:



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