

GOOGLE Campaign Advertising FY 14/15

All Campaigns list as of 8-15-14

Search & Display Advertising

Cal Year:	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2015	2015	
Contract:	BOTH*	2014-15	2014-15	2014-15	2014-15	2014-15	2014-15	2014-15	2014-15	2014-15	2014-15	2013-14	2013-14	BOTH*	
Program	LOC	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	TOL
Admin & Leadership Studies DED	MAIN	500	250	0				250				250	250	500	\$ 2,000
Admin & Leadership Studies PHD	MAIN	500	250	0				250	0			250	250	500	\$ 2,000
Admin & Leadership Studies PHD	HBG	500	250					250	0			250	250	500	\$ 2,000
Adult & Community Education, MA	ONL	250	500	250		250	500	250						250	\$ 2,250
Adult & Community Ed/Comm Tech	MAIN		500				250	500					500		\$ 1,750
Applied Archaeology, MA	MAIN	500	250	500		250		250				0		500	\$ 2,250
Applied Mathematics, MS	MAIN	500	250		250	250			250			250	250	500	\$ 2,500
ART MA & MFA	MAIN	250	250	250					250	250			500	250	\$ 2,000
Biology, MS	MAIN		250	500		250		250	250				250		\$ 1,750
Business Administration, MBA	MAIN	250	250	250		250	500	250					250	250	\$ 2,250
MBA Executive Track Program	JTN		250	250	500			500	250	250					\$ 2,000
MBA Executive Track Program	MVILLE		250	250	500			500	250	250					\$ 2,000
MBA Executive Track Program	NP	250	250		250					500			500	250	\$ 2,000
Business /Workforce Devl. MED	MAIN		250		250				500	250			500		\$ 1,750
Chemistry, PSM	MAIN	250	250	500				250	250				250	250	\$ 2,000
Clinical Psychology, PSYD	MAIN	250	500									500		250	\$ 1,500
Communications Media & Instructional Tech, PH	MAIN			500	500	500	250						250		\$ 2,000
Clinical & Mental Health, MA	MAIN	500	500	250	250								500	500	\$ 2,500
Clinical & Mental Health, MA	MVILLE	500	500	250	250								500	500	\$ 2,500
Criminology, MA	MAIN	250	500	250						250		250	250	250	\$ 2,000
Criminology, MA	ONL	250	500	250						250		250	250	250	\$ 2,000
Criminology, PHD	MAIN	250	250	250	250							250	500	250	\$ 2,000
Curriculum & Instruction, DED	HBG	250	500		250	250							500	250	\$ 2,000
Curriculum & Instruction, DED	MAIN	250	500		250	250							500	250	\$ 2,000
Curriculum & Instruction, DED	MVILLE	250	500		250	250							500	250	\$ 2,000
Masters in Education, MED	MVILLE	250	500	250			250	250					250	250	\$ 2,000
Education of Exceptional Persons, MED	MAIN	500	250			250		250	250				250	500	\$ 2,250
Educational Psychology, MED	MAIN	500		250					250			250	500	500	\$ 2,250
Elementary & Middle School Mathematics, MED	MAIN	250	250		250			500	250				250	250	\$ 2,000
Employment & Labor Relations, MA	MAIN	250	500	250			250	250					250	250	\$ 2,000
Employment & Labor Relations, MA	MVILLE	250	500	250				250	250				250	250	\$ 2,000
Employment & Labor Relations, MA	HBG						500	250					250		\$ 1,000
English: Composition & TESOL PHD	MAIN	250	250		250							250	250	250	\$ 1,500
English: Generalist, MA	MAIN			250		250	500	500				250	250		\$ 2,000
English: Literature, MA	MAIN	250	500			250	250					250	250	250	\$ 2,000
English: Literature & Criticism, PHD	MAIN	250	500				250	250				250	250	250	\$ 2,000
English: M.A./TE	MAIN	250	500		250	500	250						250	250	\$ 2,000
English: TESOL, MA	MAIN	250	500	250	250					250			250	250	\$ 2,000
Food & Nutrition, MS	ONL	250	250	500	250			250					250	250	\$ 2,000
Geography, MS	MAIN	500	250						250	250		250	250	500	\$ 2,250
Health & Physical Education MED	MAIN	250	500	250	250				250			250	250	250	\$ 2,000
Health Services Administration, MS	NP		250	250				500	250	500	250				\$ 2,000
History, MA	MAIN	250	250		250	250		250					500	250	\$ 2,000
Literacy, MED	MAIN	500				250	250	500					250	500	\$ 2,250
Music MA	MAIN	500		250	250				250				500	500	\$ 2,250
Nursing, MS	MAIN	250		250			250	500	250				250	250	\$ 2,000
Nursing, MS	MVILLE	250		250			250	500	250				250	250	\$ 2,000
Nursing, PHD	MAIN	250	500	250	250	250		250					250	250	\$ 2,000
Physics, PSM	MAIN	500	250	250	250	250			250		250			500	\$ 2,250
Public Affairs, MA	MAIN		500	250	250				250		250		250		\$ 1,750
Safety Sciences MS	MAIN		250	250	250			500	250				250		\$ 1,750
Safety Sciences MS	ONL		250	250	250			500	250				250		\$ 1,750
Safety Sciences PHD	ONL		250	250	250			500	250				250		\$ 1,750
School Counseling, MED	MAIN	500	250		250							250	500	500	\$ 2,250
School Counseling, MED	MVILLE	500	250		250							250	500	500	\$ 2,250
School Psychology, DED	MAIN	500	250		250							250	500	500	\$ 2,250
Sociology, MA	MAIN	250				500	250	250	250				250	250	\$ 2,000
Speech-Language Pathology, MS	MAIN	500										250	500	500	\$ 1,750
Sport Science, MS	MAIN	500	250			250		250	250				250	500	\$ 2,250
Student Affairs/Higher Ed, MA	MAIN										250	500	500		\$ 1,250
		16000	17250	9250	7750	5500	5000	10500	6250	3000	1000	5250	17250	16000	#####

KEY:
 HBG = Harrisburg Location
 JTN = Johnstown Location
 MAIN = Main Indiana Campus
 MVILLE = Monroeville Location
 NP = Northpointe
 ONL = online degree

NOTES:
 *FEB Billing:
 \$7750 - 2013-14 Contract
 \$7750 - 2014-15 Contract

NOTES: 11/25/13
 3 ALS campaigns turned on, for a total of \$1500 each

New Dec, Jan & Feb billing

New FEB Split Billing:
 \$8000 - 2013-14 Contract
 \$8000 - 2014-15 Contract