

## Inland Empire “Ready” Career Education Year 2.5 Digital Ad Copy

### SM 1:

*[image: Ultra-confident business or tech student]*

Totally  
**Ready.**

Providing *prepared* professionals...

**[COLLEGE LOGO]**  
*[FUTURE BUILT WM]*

### SM POST 1:

When it comes to getting ahead in the high-tech Orange County workforce, the key is confidence. Boost your career confidence with a real world-Ready higher education from **[COLLEGE NAME]**.

### SM 2:

*[image: Confident CTE student]*

Real World  
**Ready.**

Your *best path to success* in California’s *fastest-growing* economy...

**[COLLEGE LOGO]**  
*[FUTURE BUILT WM]*

### SM POST 2:

Our regional economy isn’t just one of the fastest-growing in California... it’s #1! Critical demand for educated professionals means more opportunities and higher salaries for **[COLLEGE NAME]** career education grads. Launch your real world-ready career today!

## DIGITAL 1:

*[image: Confident student in CTE gear]*

### **Ready. Set. Go Pro.**

Earn a living doing what you love!

- Business & Industry
- Computers & Networking
- Nursing & Healthcare
- Art & Design
- ...& *Much More!*

**[COLLEGE LOGO]**

*[FUTURE BUILT WM]*

## DIGITAL 2:

*[image: Confident student in CTE gear]*

### **Ready to Ramp It Up!**

Career-educated college grads earn MORE!

*[BADGE]:*

**\$50,050**

Average salary in Top 10 regional 'middle-skills' careers.

[COLLEGE LOGO]

[FUTURE BUILT WM]

YOUTUBE 1:

When Demand Rises...

...You'll Be **Ready**.

Ready to **Learn**.

Ready to **Earn**.

Ready to **Advance**.

The Inland Empire-Desert region is home to California's *fastest-growing economy!*

Opportunities are *everywhere*...

...and [COLLEGE NAME] grads are **READY** to reap the rewards.

Are you Ready?

**ReadySetCareer.org**

[COLLEGE LOGO]

["READY" WM]