

Digital Media Report, October 2018

Inland Empire Desert Region Consortium

November 30, 2018

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I. Campaign Website (readysetcareer.org)

October 1-31, 2019

Site Actions

Total Page Views: 4,057, 100%

- Home: 3,250, 80.11%
- Apply: 73, 1.8%
- Contact: 69, 1.7%
- View Colleges: 65, 1.6%
- Employers: 53, 1.3%
- Resources: 49, 1.2%

Site Exploration

Most Viewed Pages and Average Time Spent

- Resources, 3:03
- View Colleges, 2:03
- Contact, 1:42
- Apply, 1:42
- Home, 1:29
- Employers, 1:19

Top Sources of Site Exploration

- Digital Ad Campaign: 86.4%
- Direct: 13.6%

III. Digital Advertising Campaign

Overview

Digital Campaign Highlights – October 2018

Custom Display Campaign Overview

- Drove a total of 957 visits to the website
- Drove over 435k impressions.
- Average CPM (cost per thousand impressions) is \$4.59

Custom Display Campaign Benchmark for Google Trends

- Average CPM (cost per thousand impressions) for Education is between \$8-\$12

PPC Campaign (Pay Per Click)

- Drove 1,080 visits to the website
- Drove 115 calls
- Average cost per visit \$3.70
- Average cost per contact is \$26
- CTR on the text ads above average 5%

PPC Campaign Benchmark for Google Trends in Education in CA

- Average cost per visit for is \$4.53
- Average cost per contact is \$63
- Average CTR on the text ads is 2.20%

Social Media Facebook/Instagram Campaign

- Drove 2,100 visits to the website
- Drove over 248k+ impressions
- Drove over 2,700 engagements
- 446 completed video views watched

YouTube Campaign English

- Drove over 38k+ impressions
- Drove over 19k completed video views & 49% completed video view rate.
- Average cost per completed view is 7 cents

YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed video view 10-15 cents

YouTube Campaign Spanish

- Drove over 280k+ impressions
- Drove over 118k completed video views & 50% completed video view rate
- Average cost per completed view is 1 cent

YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed video view 5-8 cents

Digital Campaign Summary

Custom Display Campaign Recommendations/Summary

The average CPM remains very low, right about \$4, with the national average between \$8-\$12/CPM. This is continuing to allow us to generate more impressions and drive more traffic to the site. Visits stayed healthy at over 957 visits for October and about 435k impressions, right what we had in September.

PPC Campaign Recommendations/Summary

The campaign is continuing to perform extremely well and all metrics remain above average. October CTR on the text ads stayed high at over 5% and the cost per lead dropped from \$29 in September to \$26 in October (Google average for Education at \$63). The average cost per click is about \$1 less than the average on Google for Education PPC in CA. We recommend adding more of the budget here to capture more of the market.

Social Media Campaign Recommendations/Summary

The campaign did really well and in October, we saw a jump in visits to the website, from 1,300 in September to over 2,100 in October. We had over 248k impressions and over 400 people watched the video ad in full, which was double the performance in September.

YouTube Campaign Recommendations/Summary

YouTube was restarted in October and we did great, both the English and Spanish campaigns had a completed video view rate of 50%, where the industry average is just 15%. The average cost per completed video for English was just 7 cents, and Spanish an amazing 1 cent. Because these campaigns have such high engagement, we recommend running them year-round.

Custom Display Data

\$2,200 October 2018

| Campaign Name | Impressions | Clicks | eCPM |
|----------------------------|-------------|--------|--------|
| Keyword Search Retargeting | 297,680 | 867 | \$3.54 |
| College Content Targeting | 151,642 | 118 | \$6.96 |

| Campaign Name | From | To | Budget | Spent | Impressions | CPM | Visits |
|--|--------------|--------------|------------|------------|-------------|--------|--------|
| Riverside Desert Consortium Custom Display | Oct 02, 2018 | Nov 02, 2018 | \$2,000.00 | \$2,000.00 | 435,304 | \$4.59 | 957 |

Geography Top 20 Locations by Clicks on Banner Ads

| Region | City | Impressions | Clicks |
|------------|------------------|-------------|--------|
| California | Riverside | 42,085 | 126 |
| California | Riverside | 22,684 | 13 |
| California | Fontana | 19,084 | 50 |
| California | San Bernardino | 16,956 | 52 |
| California | Ontario | 16,835 | 41 |
| California | Corona | 16,014 | 55 |
| California | Moreno Valley | 12,170 | 37 |
| California | Rancho Cucamonga | 9,938 | 30 |
| California | Fontana | 9,161 | 9 |
| California | Hemet | 8,601 | 37 |
| California | Corona | 8,413 | 4 |
| California | Chino | 8,343 | 15 |
| California | Temecula | 8,192 | 17 |
| California | Ontario | 8,095 | 7 |
| California | Hesperia | 7,862 | 21 |
| California | Victorville | 7,839 | 25 |
| California | Murrieta | 7,161 | 24 |
| California | Indio | 7,141 | 16 |
| California | San Bernardino | 7,073 | 9 |
| California | Perris | 6,432 | 25 |
| California | Moreno Valley | 6,415 | 7 |

Top Domain Performances from Keyword Search Retargeting

| Top Domain Performance From Keywords | Impressions | Clicks |
|---|-------------|--------|
| https://www.topixrewind.com | 51,470 | 9 |
| Musi Apple App | 34,739 | 64 |
| com.enflick.android.textnow | 19,608 | 65 |
| Calculator App Apple | 13,274 | 40 |
| Happy Color Apple App | 9,011 | 31 |
| Jigsaw Puzzle Apple App | 8,614 | 21 |
| http://thewhisptext.com | 7,558 | 9 |
| com.qisiemoji.inputmethod | 7,518 | 23 |
| https://www.buzznet.com | 7,082 | 3 |
| Wordscapes Apple App | 6,262 | 36 |
| com.peoplefun.wordcross | 4,720 | 13 |
| http://play.howstuffworks.com | 4,410 | 3 |
| Solitaire Apple App | 4,322 | 28 |
| com.metropcs.metrozone | 4,078 | 4 |
| theChive Apple App | 4,050 | 4 |
| TextNow Apple App | 3,660 | 14 |
| Words With Friends Apple App | 3,537 | 10 |
| com.digitalchemy.calculator.freedecimal | 3,393 | 8 |
| com.apalon.myclockfree | 3,314 | 15 |

Top 20 Keyword Performance by Clicks & Impressions

Someone searches a keyword on Google, Yahoo/bing and is served the ad later as they surf the internet.

| Top Keyword Performance | Impressions | Clicks |
|---------------------------------------|-------------|--------|
| education_training_optimized_audience | 284,610 | 835 |
| find+me+a+job | 4,262 | 14 |
| college+course | 2,597 | 8 |
| career+opportunities | 2,147 | 5 |
| college+degrees | 822 | 1 |
| business+class | 627 | 1 |
| community+college | 334 | 0 |
| higher+education | 292 | 0 |
| college+class | 236 | 0 |
| junior+college | 221 | 0 |
| college+degree | 214 | 0 |
| medical+jobs | 191 | 0 |
| college+admissions | 175 | 0 |
| college+degrees | 135 | 0 |
| college+courses | 100 | 0 |
| community+colleges | 69 | 0 |
| career+college | 66 | 0 |
| city+college | 61 | 0 |
| chaffey+college | 59 | 1 |
| city+college | 56 | 1 |
| college+application | 44 | 0 |

Top Related Content Performance

| Top Related Content Targeting | Impressions | Clicks |
|-------------------------------|-------------|--------|
| College Life | 91,336 | 35 |
| Adult Education | 27,862 | 62 |
| College Admission | 25,880 | 18 |
| Financial Aid Education | 6,564 | 3 |

Pay Per Click/SEM Data \$4,000 October 2018

Online Marketing Initiatives 2018
Ads running on Google, Yahoo and Bing

| | Budget | Date | Impressions | Clicks | Click Through Rate | Average CPC | Calls | Form Submits | Apply Button Clicked | Total Leads | Web Events | Average Page Position | Average Cost Per Contact |
|---|--------------------|-------------------|---|---|---|---|---|---|---|----------------------|--|--|--|
| | Monthly Budget | Date Campaign Ran | Number of times text ad is shown when a search is being done on a search engine like Google | Number of times a person has clicked on the text ad, generating a visit to the site | Average click through rate on text ads for all keywords | Average cost per click across all keywords and publishers | Number of calls generated from the PPC campaign | Forms From Landing Page We Are Tracking Completed | Total clicks on the "apply now button" as a contact since we can't track the final form submits | Calls + Form Submits | Total visits to specific pages we are tracking (summary below) | Average page position on page 1 of search engine results page for all keywords | Average cost per contact (calls, end form submissions) |
| Riverside Inland Empire Desert Consortium PPC 2018 | | | | | | | | | | | | | |
| | \$4,000.00 | Feb-18 | 26,018 | 1,341 | 5.15 | \$2.98 | 68 | 3 | 102 | 173 | 261 | 1.5 | \$23.12 |
| | \$4,000.00 | Mar-18 | 33,201 | 1,523 | 4.59 | \$2.63 | 44 | 4 | 67 | 115 | 303 | 1.4 | \$34.78 |
| | \$4,000.00 | Apr-18 | 32,467 | 1,619 | 4.99 | \$2.47 | 28 | 0 | 61 | 89 | 302 | 1.8 | \$44.94 |
| | \$4,000.00 | May | 31,560 | 1,444 | 4.58 | \$2.77 | 33 | 2 | 45 | 80 | 220 | 1.4 | \$50.00 |
| | \$4,000.00 | June | 32,449 | 1,613 | 4.97 | \$2.48 | 47 | 0 | 79 | 126 | 289 | 1.4 | \$31.75 |
| | \$4,000.00 | July | 22,912 | 1,354 | 5.91 | \$2.95 | 94 | 0 | 54 | 148 | 222 | 1.6 | \$27.03 |
| | \$4,000.00 | Aug | 16,690 | 1,228 | 7.36 | \$3.26 | 100 | 0 | 61 | 161 | 222 | 1.5 | \$24.84 |
| | \$4,000.00 | Sept | 18,084 | 1,227 | 6.79 | \$3.26 | 92 | 1 | 41 | 134 | 170 | 1.7 | \$29.85 |
| | \$4,000.00 | Oct | 21,619 | 1,080 | 5.00 | \$3.70 | 115 | 1 | 37 | 153 | 139 | 1.3 | \$26.14 |
| TOTALS: | \$36,000.00 | 129,483 | 235,000 | 12,429 | 5.29 | \$2.90 | 621 | 11 | 547 | 1,179 | 2,128 | 1.5 | \$30.53 |
| | | | | | (Above Average) | | | | | | | (First Page) | |

| Web Event Summary Of Pages Visited | |
|------------------------------------|---------------|
| Page URL Visited | Clicks/Visits |
| *Chaffey college link clicked | 1 |
| *Desert Apply Now clicked | 1 |
| Contact Us Submitted | 2 |
| *Victor Apply Now clicked | 2 |
| *Copper Apply Now clicked | 3 |
| *Barstow Apply Now clicked | 4 |
| Resources | 5 |
| *Riverside Apply Now clicked | 5 |
| *Financial aid near you clicked | 5 |
| *Crafton Apply Now clicked | 5 |
| *Chaffey Apply Now clicked | 9 |
| Financial Aid | 17 |
| Contact Us | 19 |
| View Colleges | 30 |
| Apply | 31 |

Top 25 Performing Keywords

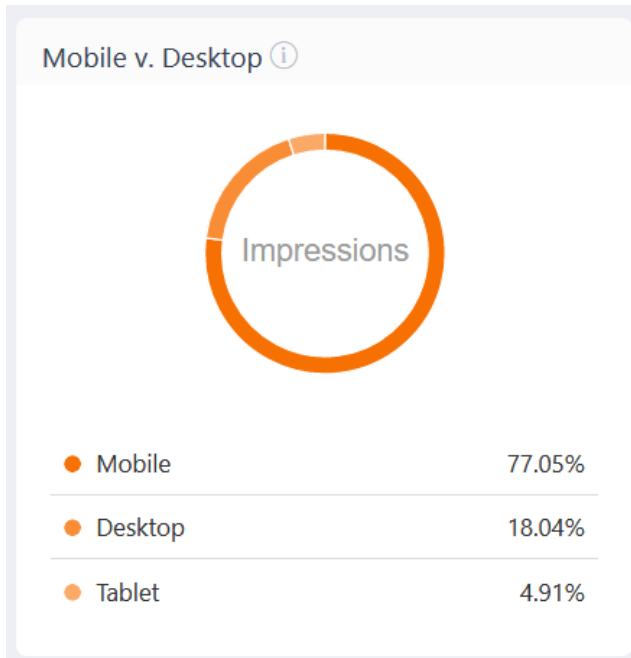
25 PERFORMING KEYWORDS

Crafton Hills College
 chaffey college
 Barstow Community College
 Mt San Jacinto College
 cosmetology college class
 real estate class
 nursing associates degree
 Copper Mountain College
 Riverside City College
 Norco College
 cosmetology class
 emt i class
 restaurant management certificate
 career college
 community colleges near me
 food service class
 firefighter degree
 automotive technology certificate
 family day care certificate
 community colleges
 online college courses
 emt paramedic certificate
 Moreno Valley College
 OSHA Certification
 cosmetology degree

Text Ad Group Performance (Google Only)

| Ad Group | Text Ad | Impressions | Clicks | CTR | Avg Pos | Publisher |
|--|--|-------------|--------|------|---------|-----------|
| General Ad Group | CA Community CollegesReal World Training In High Tech Degree Fields. Learn About Our Degree Programs. | 2,444 | 241 | 9.86 | 2.3 | Google |
| Medical Nursing | Medical and Nursing ProgramsEarn An Associate Of Science & Get Real World Career Ready. Apply Today. | 4,979 | 168 | 3.37 | 3.7 | Google |
| General Ad Group | Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready. | 2,282 | 109 | 4.78 | 2.8 | Google |
| General Ad Group | CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today. | 1,081 | 61 | 5.64 | 2.6 | Google |
| Aeronautics Aviation Automotive | California Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now. | 721 | 39 | 5.41 | 3.1 | Google |
| Outdoor Architecture | Community College ProgramsEarn A Degree or Certificate & Get Ahead In The Workforce. Apply Today. | 730 | 31 | 4.25 | 3.3 | Google |
| Accounting Finance Business Real Estate | CA Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now. | 599 | 23 | 3.84 | 3.4 | Google |
| Accounting Finance Business Real Estate | Community College ProgramsEarn An Associate Degree In Your Field of Interest. Learn More & Apply Today. | 581 | 17 | 2.93 | 3.3 | Google |
| Medical Nursing | CA Medical Community CollegesView Our Medical & Nursing Programs. Get Real World Training & Be Career Ready. | 382 | 16 | 4.19 | 2.8 | Google |
| Outdoor Architecture | California Community CollegesEarn A Certificate In Culinary Arts, Photography & More. Get Career Ready. | 215 | 13 | 6.05 | 3.5 | Google |

Mobile Vs. Desktop Traffic

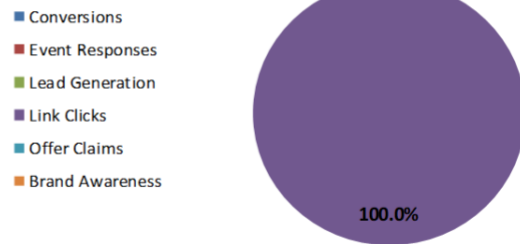
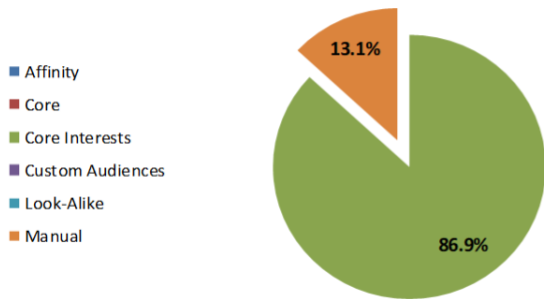
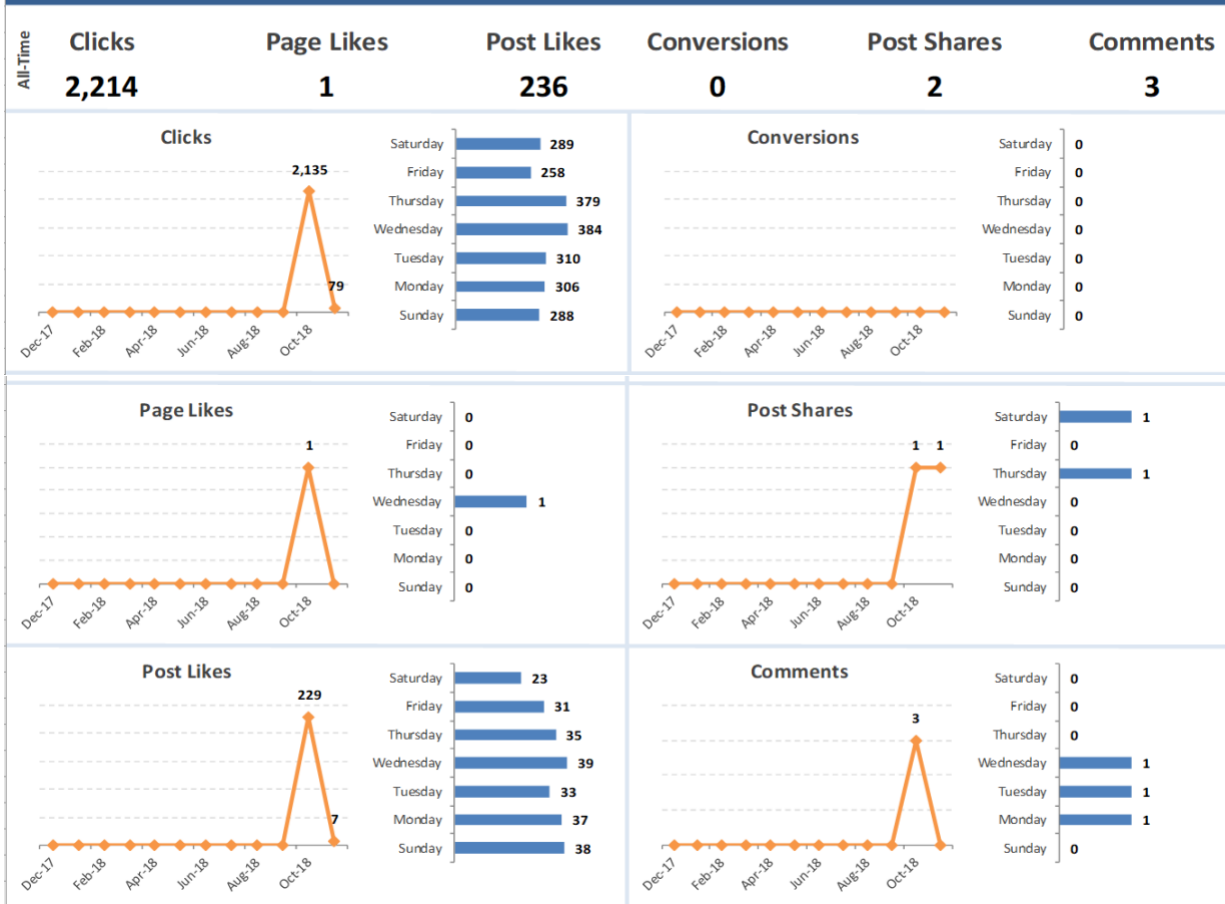


Social Media Facebook/Instagram Campaign

\$4,000 October 2018

| Campaign Name | From | To | Budget | Spent ? | Impressions ? | Visits ? |
|---|--------------|--------------|------------|----------------------|----------------------------|---|
| Riverside Desert Consortium Facebook & Insta Sept | Oct 02, 2018 | Nov 01, 2018 | \$4,000.00 | \$4,000.00 | 248,725 | 2,135   |

Engagement



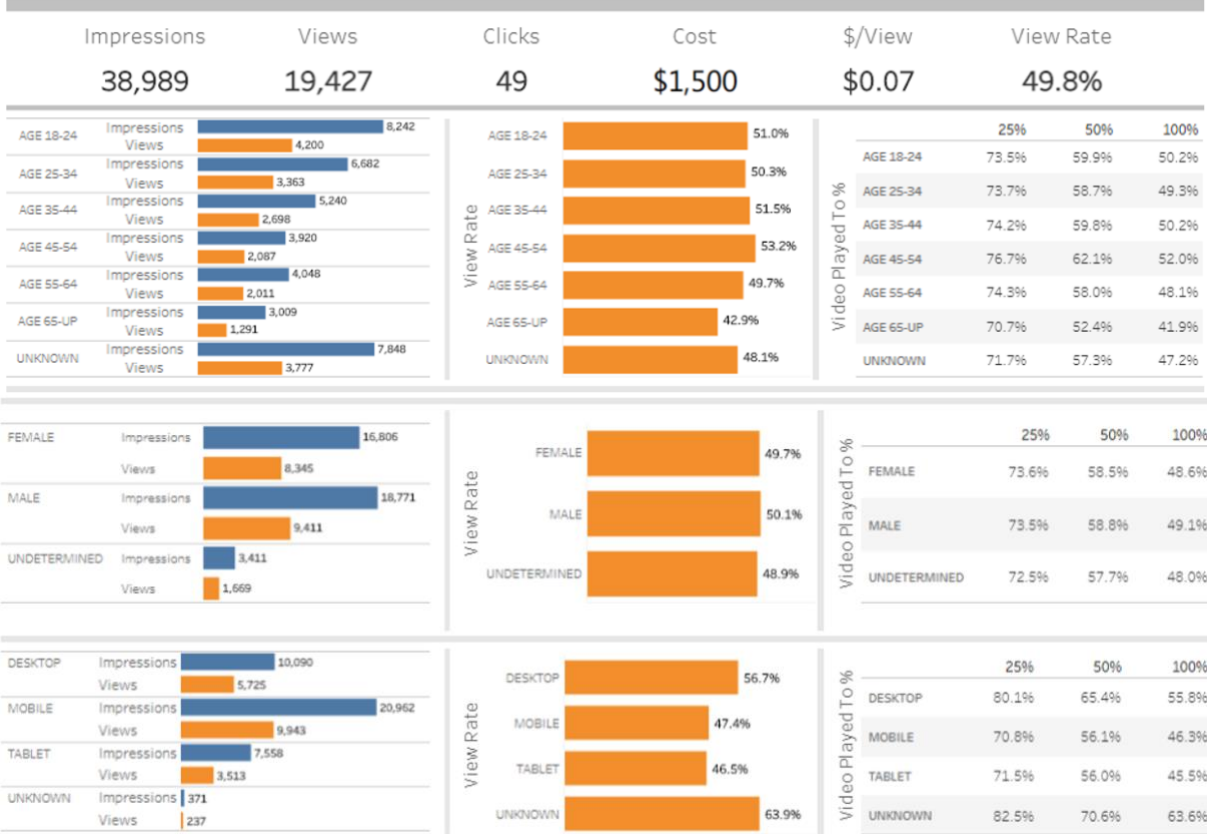
Creative Report

| Ad Set Name | Ad Name | Platform | Placement | Device Platform | Impressions | Link Clicks | Click Thru Rate (CTR) | Clicks (All) | Engagements | Video Watches at 100% |
|--------------------------------|---------------------------------|-----------|-----------------|-----------------|-------------|-------------|-----------------------|--------------|-------------|-----------------------|
| High School Students - Spanish | Video - Spanish | Facebook | Feed: News Feed | Desktop | 5 | 1 | 20.00% | 1 | | |
| Retargeting | Retargeting 3 - Born Ready | Facebook | Feed: News Feed | Mobile | 141 | 3 | 2.13% | 4 | | |
| High School Students - Spanish | Video 1 - Ruben | Instagram | Feed: News Feed | Mobile | 117 | 2 | 1.71% | 2 | 3 | |
| Retargeting | Carousel 2 | Facebook | Feed: News Feed | Mobile | 2151 | 26 | 1.21% | 35 | | |
| Veterans | Veterans 2 - College Ready. | Facebook | Feed: News Feed | Mobile | 699 | 8 | 1.14% | 10 | | |
| Retargeting | Carousel 1 | Facebook | Feed: News Feed | Mobile | 4262 | 45 | 1.06% | 64 | 1 | |
| Retargeting | Video 1 - Ruben | Facebook | Feed: News Feed | Mobile | 903 | 9 | 1.00% | 20 | | 6 |
| Veterans | November Ready 4 | Facebook | Feed: News Feed | Mobile | 1142 | 11 | 0.96% | 16 | | |
| Retargeting | Video 1 - Brandy | Facebook | Feed: News Feed | Mobile | 15991 | 148 | 0.93% | 262 | 14 | 158 |
| Veterans | Veterans 1 - Life Ready. | Facebook | Feed: News Feed | Mobile | 8393 | 70 | 0.83% | 89 | 1 | |
| High School Students | Students 3 - Career Ready. | Facebook | Feed: News Feed | Mobile | 3134 | 24 | 0.77% | 33 | | |
| High School Students - Spanish | Video 1 - Ruben | Facebook | Feed: News Feed | Mobile | 3529 | 26 | 0.74% | 39 | 4 | 8 |
| Veterans | November Ready 3 | Facebook | Feed: News Feed | Mobile | 2444 | 18 | 0.74% | 22 | 1 | |
| High School Students - Spanish | Students 3 - Career Ready. | Facebook | Feed: News Feed | Mobile | 2743 | 19 | 0.69% | 25 | 1 | |
| High School Students | Students 1 - Workforce Ready | Facebook | Feed: News Feed | Mobile | 292 | 2 | 0.68% | 5 | | |
| High School Students - Spanish | Students 2 - Real-World Ready. | Facebook | Feed: News Feed | Mobile | 4822 | 33 | 0.68% | 40 | 1 | |
| Retargeting | Retargeting 1 - Business Ready. | Facebook | Feed: News Feed | Mobile | 151 | 1 | 0.66% | 1 | | |
| Veterans | November Ready 2 | Facebook | Feed: News Feed | Mobile | 3939 | 25 | 0.63% | 43 | 1 | |
| High School Students | Students 2 - Real-World Ready. | Facebook | Feed: News Feed | Mobile | 9161 | 55 | 0.60% | 71 | | |
| High School Students | Video 1 - Brandy | Instagram | Feed: News Feed | Mobile | 4564 | 26 | 0.57% | 33 | 54 | 15 |
| High School Students | Video 1 - Ruben | Facebook | Feed: News Feed | Mobile | 3866 | 22 | 0.57% | 39 | 3 | 9 |
| High School Students - Spanish | Video 1 - Brandy | Facebook | Feed: News Feed | Mobile | 15429 | 84 | 0.54% | 153 | 14 | 46 |
| High School Students - Spanish | Video - Spanish | Facebook | Feed: News Feed | Mobile | 26505 | 139 | 0.52% | 218 | 17 | 116 |
| High School Students | Video 1 - Brandy | Facebook | Feed: News Feed | Mobile | 12519 | 64 | 0.51% | 110 | 5 | 31 |
| Parents | Next-Gen READY | Facebook | Feed: News Feed | Mobile | 18505 | 92 | 0.50% | 154 | 3 | |
| High School Students | November Ready 1 | Facebook | Feed: News Feed | Mobile | 1442 | 7 | 0.49% | 11 | | |
| Retargeting | November Ready 1 | Facebook | Feed: News Feed | Mobile | 1238 | 6 | 0.48% | 12 | | |
| Veterans | Video 1 - Brandy | Facebook | Feed: News Feed | Mobile | 7121 | 34 | 0.48% | 60 | 4 | 38 |
| Veterans | November Ready 3 | Instagram | Feed: News Feed | Mobile | 222 | 1 | 0.45% | 1 | 3 | |
| Veterans | November Ready 1 | Facebook | Feed: News Feed | Mobile | 908 | 4 | 0.44% | 8 | | |
| High School Students | Carousel 1 | Facebook | Feed: News Feed | Mobile | 17280 | 76 | 0.44% | 134 | 3 | |
| Parents | COLLEGE READY | Facebook | Feed: News Feed | Mobile | 4111 | 17 | 0.41% | 30 | 1 | |
| Retargeting | November Ready 2 | Facebook | Feed: News Feed | Mobile | 5242 | 21 | 0.40% | 37 | 3 | |
| High School Students - Spanish | Carousel 1 | Facebook | Feed: News Feed | Mobile | 11066 | 42 | 0.38% | 85 | 4 | |
| Veterans | Carousel 1 | Facebook | Feed: News Feed | Mobile | 4283 | 16 | 0.37% | 24 | | |
| High School Students | November Ready 4 | Facebook | Feed: News Feed | Mobile | 3234 | 12 | 0.37% | 23 | 4 | |
| High School Students | Video 1 - Ruben | Instagram | Feed: News Feed | Mobile | 558 | 2 | 0.36% | 2 | 20 | 1 |
| High School Students - Spanish | Video - Spanish | Instagram | Feed: News Feed | Mobile | 573 | 2 | 0.35% | 3 | 13 | 3 |
| High School Students | November Ready 2 | Facebook | Feed: News Feed | Mobile | 14537 | 49 | 0.34% | 89 | 3 | |
| High School Students - Spanish | Carousel 2 | Facebook | Feed: News Feed | Mobile | 6535 | 22 | 0.34% | 55 | 3 | |
| High School Students - Spanish | Carousel 2 | Messenger | Messenger Inbox | Mobile | 622 | 2 | 0.32% | 2 | | |
| High School Students | Carousel 2 | Facebook | Feed: News Feed | Mobile | 6992 | 22 | 0.31% | 47 | 2 | |
| Retargeting | November Ready 3 | Facebook | Feed: News Feed | Mobile | 1723 | 5 | 0.29% | 11 | | |
| High School Students - Spanish | Carousel 1 | Messenger | Messenger Inbox | Mobile | 3133 | 9 | 0.29% | 9 | | |
| Veterans | Video 1 - Ruben | Facebook | Feed: News Feed | Mobile | 1857 | 5 | 0.27% | 11 | | 9 |
| Veterans | Veterans 1 - Life Ready. | Instagram | Feed: News Feed | Mobile | 751 | 2 | 0.27% | 4 | 3 | |
| High School Students - Spanish | Students 1 - Workforce Ready | Facebook | Feed: News Feed | Mobile | 382 | 1 | 0.26% | 1 | | |
| High School Students - Spanish | Video 1 - Brandy | Instagram | Feed: News Feed | Mobile | 1293 | 3 | 0.23% | 3 | 19 | 3 |
| Veterans | Carousel 2 | Facebook | Feed: News Feed | Mobile | 2240 | 5 | 0.22% | 12 | 1 | |
| High School Students - Spanish | Students 2 - Real-World Ready. | Instagram | Feed: News Feed | Mobile | 498 | 1 | 0.20% | 1 | | |
| High School Students | November Ready 4 | Instagram | Feed: News Feed | Mobile | 1881 | 3 | 0.16% | 4 | 2 | |
| High School Students | Students 2 - Real-World Ready. | Instagram | Feed: News Feed | Mobile | 676 | 1 | 0.15% | 2 | 3 | |
| High School Students | November Ready 3 | Facebook | Feed: News Feed | Mobile | 2031 | 3 | 0.15% | 12 | 2 | |
| High School Students | Carousel 2 | Instagram | Feed: News Feed | Mobile | 759 | 1 | 0.13% | 3 | 2 | |
| High School Students | November Ready 2 | Instagram | Feed: News Feed | Mobile | 1640 | 2 | 0.12% | 4 | 3 | |
| Retargeting | November Ready 4 | Facebook | Feed: News Feed | Mobile | 1718 | 2 | 0.12% | 11 | | |
| High School Students | November Ready 3 | Instagram | Feed: News Feed | Mobile | 2943 | 3 | 0.10% | 5 | 8 | |

YouTube Video Ads

\$1,500 October 2018 (English Language)

Riverside/Inland Empire Consortium YouTube English Oct



\$1,500 October 2018 (Spanish Language)

Riverside/Inland Empire Consortium Spanish YouTube

