**South Texas College**

2019-2020 Media Campaign Timeline

*As of Feb. 6, 2020*

**September 2019**

**Sept. 1** Campaigns Continuing for Year 2:

 YouTube English

 YouTube Spanish

 Custom Facebook & Instagram - English & Spanish

 Custom Facebook & Instagram - Dual Enrollment

 Display/OTT/Geofence

 PPC/Search Engine Marketing

 PPC/Search Engine Marketing Competitor

**Sept. 2** College Closed – Labor Day

**Sept. 24** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Sept. 27** College Closed – College-Wide Organizational Development Day

**Sept. 28** Approved, Final articles for October submitted to South Texas College

**Sept. 30** Custom FB & IG Dual Enrollment ends

**October 2019**

**Oct. 1**  Campaigns begin:

 Snapchat English

 Snapchat Spanish

 Directory Listing & Online Review Support

Border Patrol Geofence (continues from different contract)

Out of Home

TBB

Mega

RGVision

**Oct. 1**  RGVision creative due (full page, email, online)

**Oct. 14** Billboard creative due

**Oct. 25** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Oct. 28** Approved, Final articles for November submitted to South Texas College

**Oct. 29** Approval due for 8 radio ads (Interact)

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Display/OTT/Geofence, PPC, PPC Competitor*

**November 2019**

**Nov. 1** Campaigns begin:

 TV

 Broadcast Radio

 Pandora

 Spotify

**Nov. 22** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Nov. 27** Approved, Final articles for December submitted to South Texas College

**Nov. 28-29** College Closed – Thanksgiving Holiday

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, Out of Home, TBB, Mega, RGVision (every other month)*

**December 2019**

**Dec. 2** RGVision creative due (full page, email, online)

**Dec. 14** Commencement Ceremonies

**Dec. 16** Winter Break begins (College Closed Dec. 16-Jan. 1)

**Dec. 20** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Dec. 27** The Monitor Spadea Wraps creative due

**Dec. 16** Approved, Final articles for January submitted to South Texas College

**Dec. 31** Campaigns end:

TV

Broadcast Radio

Pandora

Spotify

Out of Home

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega*

**January 2020**

**Jan. 5** The Monitor Spadea Wraps run

**Jan. 13** Replacement collateral due (for any ads mentioning Spring)

**Jan. 20** MLK Jr. Day – College Closed

**Jan. 21** Classes Begin

**Jan. 24** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Jan. 28** Approved, Final articles for February submitted to South Texas College

**Jan. 31** RGVision creative due (full page, email, online)

*Continuing tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega, RGVision (every other month)*

**February 2020**

**Feb. 14** College Closed – College-Wide Organizational Development Day

**Feb. 17** Custom Facebook & Instagram Dual Enrollment creative due (estimated date)

**Feb. 21** Mega Doctor digital & print creative due

 TBB digital & print creative due

**Feb. 28** Review & approval for March articles due

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega*

**March 2020**

**March 15** New Billboard creative due

**March 16-22** College Closed – Spring Break

**March 25** Mega Doctor digital & print creative due

 TBB digital & print creative due

**March 28** Review & approval for April articles due

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega, RGVision (every other month)*

**April 2020**

**April 1** RGVision creative due (full page, email, online)

**April 3**  TV :30 spots due

Pandora :30 spots & digital companion ads due

 Spotify :30 spots & digital companion ads due

 Radio :30 spots and Johnny O Talking Points due

**April 9-12** College Closed – Semester Break

**April 24** Mega Doctor digital & print creative due

 TBB digital & print creative due

**April 28** Review & approval for May articles due

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega*

**May 2020**

**May 1**  Campaigns begin:

 TV (Fall tactics begin)

 Broadcast Radio (Fall tactics begin)

 Pandora (Fall tactics begin)

 Spotify (Fall tactics begin)

 Out of home (Fall tactics begin)

**May 1**  The Monitor Spadea Wraps creative due

 Snapchat filters due

**May 5** Year 3 Retreat

**May 10** The Monitor Spadea Wraps run

**May 14** End of Term

**May 15** Interact quarterly report

**May 15-16** Commencement Ceremonies

 Snapchat filters run

**May 25** Mega Doctor digital & print creative due

 TBB digital & print creative due

**May 28** Review & approval for June articles due

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TBB, Mega, RGVision (every other month)*

**June 2020**

**June 1** Classes Begin

RGVision creative due (full page, email, online)

**June 24** Mega Doctor digital & print creative due

 TBB digital & print creative due

**June 28** Review & approval for July articles due

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TV, Broadcast Radio, Pandora, Spotify, Out of Home, TBB, Mega*

**July 2020**

**July 1** Schedule Retreat for Year 3

**July 3 (Fri.)** College Closed – Independence Day

**July 24** Mega Doctor digital & print creative due

 TBB digital & print creative due

 The Monitor Spadea Wraps creative due

**July 28** Review & approval for August articles due

**July 31** RGVision creative due (full page, email, online)

*Continuing Tactics: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TV, Broadcast Radio, Pandora, Spotify, Out of Home, TBB, Mega, RGVision (every other month)*

**August 2020**

**Aug. 2** The Monitor Spadea Wraps run

**Aug. 6-7** Last Days of Term

**Aug. 15** Interact quarterly report

**Aug. 31** 2019-2020 Campaign ends

*Continuing Tactics until Aug. 31: YouTube English, YouTube Spanish, Custom FB & IG - English & Spanish, Snapchat English, Snapchat Spanish, Display/OTT/Geofence, Directory Listing & Online Review Support, PPC, PPC Competitor, Border Patrol Geofence, TV, Broadcast Radio, Pandora, Spotify, Out of Home, TBB, Mega*