

# South Texas College

## Campaign Update

November, 2019



interact

## South Texas College

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### Campaign Update

November 2019

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## Progress Report

### September to November 2019

#### COMPLETED

##### ☐ Marketing Retreat

- Marketing Plan
- Marketing Budget

##### ☐ Writing Services: Completed Articles

- Making a Connection: Alex Sarabia, M.A., LPC
- A Fresh Start on a Path to Success: Rosario Gonzalez
- Designing a Career in Architecture: Esmeralda Leija
- The Pathway to the Ivy League: Juan Barrera
- Research into Cattle Fever Ticks: Ernesto Reyes
- The Science of Suds: Brewery Apprenticeship Program will Tackle Regional Demand
- 'Never too late' to learn: Veteran Miguel Mireles succeeding by degrees at STC
- Francisco Cantu's expressway to success
- 5 reasons to attend a Community College

##### ☐ Media Buying

- Live Remote: KBFM, on 10/12

##### ☐ Integrated Marketing and Communications Plan

- On-campus Kick-off led by Interact CEO Pam Cox-Otto
- On-campus Interviews with Interact CEO Pam Cox-Otto, Researcher Paula Di Dio, and Director of Communications Alejandra Navarro

#### IN PROGRESS

##### ☐ Research

- Media Preferences Research with 5 Custom Questions

##### ☐ Integrated Marketing and Communications Plan

- Interview evaluations
- Communication examples and communication calendar collection

##### ☐ Production and Creative Services

- Program Videos
- Radio ads
- Writing Services



- Collateral development (emails or ads)

☐ **Media Buying**

- Facebook/Instagram
- YouTube
- Snapchat/Snapchat filters
- Geofence
- PPC
- Retargeting
- Outdoor
- Radio
- TV
- Print Publications
- Dynamic inventory retargeting
- Local directory review management
- Over the top (OTT)

**ONGOING**

☐ **Administrative Support**

- Weekly status update meetings
- Project management
- Timeline implementation
- Campaign tracking and reporting
- Client site maintenance

# South Texas College Media Budgets 2019-2020

South Texas College Media Budget Plan September 2019 - June 2020

	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Totals
<b>Digital</b>													
YouTube English	\$ 2,525.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,025.00
YouTube Spanish	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00
Custom Facebook & Instagram - English & Spanish	\$ 3,700.00	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 4,848.00	\$ 57,030.00
Custom Facebook & Instagram Dual Enrollment	\$ 2,000.00						\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 14,000.00
Snapchat English		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Snapchat Spanish		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Display/OTT/Geofence	\$ 4,825.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 79,625.00
Directory Listing & Online Review Support - 6 Locations		\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 7,260.00
PPC Search Engine Marketing	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00
PPC Search Engine Marketing Conquest	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 14,400.00
Border Patrol GeoFence	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 11,000.00
<b>Traditional</b>													
TV			\$ 12,370.00	\$ 11,020.00					\$ 12,670.00	\$ 13,870.00	\$ 14,055.00	\$ 14,240.00	\$ 78,225.00
Broadcast Radio			\$ 16,708.00	\$ 16,708.00					\$ 15,868.00	\$ 15,868.00	\$ 16,708.00	\$ 16,708.00	\$ 98,568.00
Pandora			\$ 1,436.44	\$ 2,762.79					\$ 7,675.86	\$ 6,409.96	\$ 7,310.30	\$ 5,111.30	\$ 30,706.65
Spotify			\$ 2,500.00	\$ 2,500.00					\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00
Out of Home		\$ 8,256.00	\$ 16,735.71	\$ 16,735.71					\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 108,670.26
Texas Border Business Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
Mega Doctor Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
The Monitor Newspaper Wraps			\$ 4,341.29				\$ 4,341.29					\$ 4,341.29	\$ 13,023.87
RGVision		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00	\$ 15,600.00
<b>Totals</b>	<b>\$ 19,750.00</b>	<b>\$ 38,439.50</b>	<b>\$ 81,674.94</b>	<b>\$ 79,910.00</b>	<b>\$ 27,583.50</b>	<b>\$ 30,183.50</b>	<b>\$ 33,924.79</b>	<b>\$ 32,183.50</b>	<b>\$ 85,033.07</b>	<b>\$ 87,567.17</b>	<b>\$ 86,892.51</b>	<b>\$ 91,819.60</b>	<b>\$ 694,962.08</b>

## Campaign Highlights

### September to November 2019

#### Overview of All Digital Campaign Highlights\*

- Drove 4,435,250 impressions of video ads, static ads and text ads.
- Drove a total of 28,869 visits to the website.
- Drove more than 144,558 video views through YouTube, Facebook and Display

*\*all figures in report include Sept.-Oct. data*

#### Overview of All Traditional Media Campaign Highlights\*

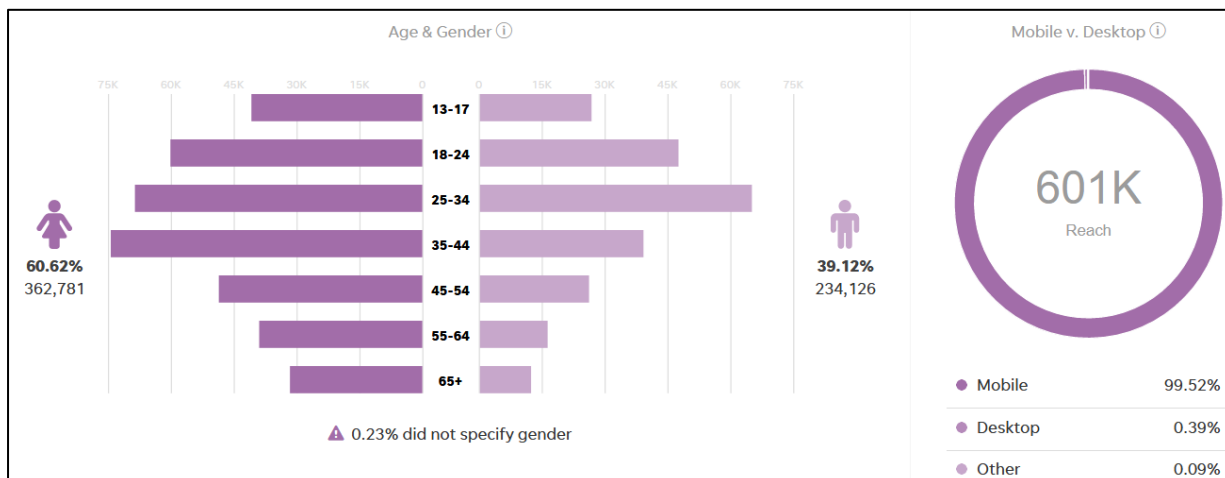
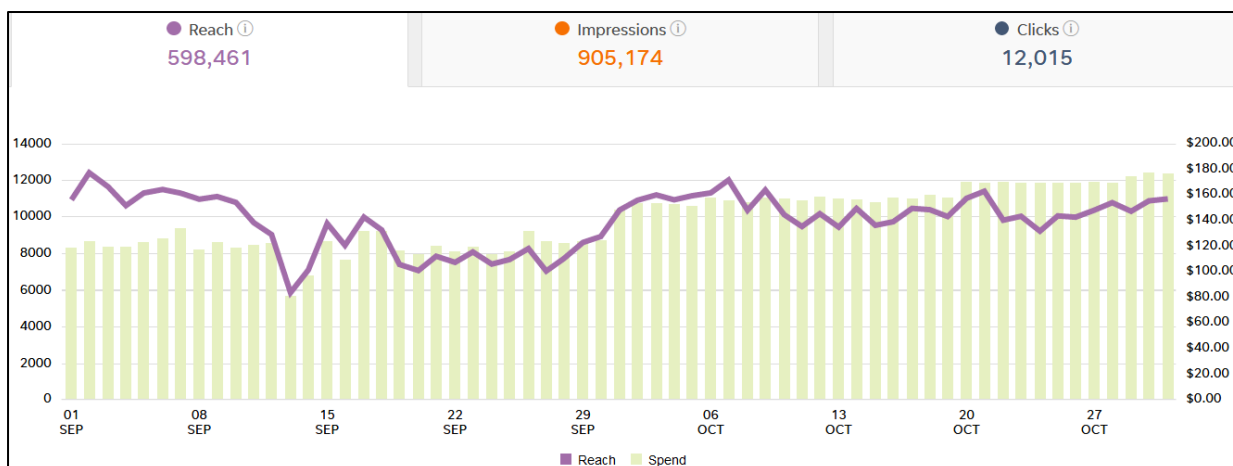
- Drove 54,924 impressions
- Drove a total of 119 clicks to website
- Drove more than 136,077 video views through YouTube, Facebook and Display

*\*all figures in report include Sept.-Oct. data*

# Social Media: Facebook & Instagram Campaign

## Facebook Overview

- Drove 12,015 clicks to website
- Delivered 905,174 impressions
- Drove 1,012 engagements (likes, comments & shares)
- 8,572 completed video views



## Instagram Overview

- Drove 9,742 clicks to website
- Delivered 689,138 impressions
- Drove 745 engagements (likes, comments & shares)
- 8,481 completed video views

### Performance September:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Post Reactions	Post Comments	Post Shares	Video Watches 100%
Retargeting	Jay Video - April 2019	68,368	334	0.49	880	36	4	7	764
High School Students//Traditional Transfer	Paloma - Video - April 2019	48,325	202	0.42	487	22			133
Retargeting	Jay Video - 9.19.19	27,526	144	0.52	367	30	1	5	325
Workforce/Non Traditional - Spanish	Jay Video - April 2019	25,890	220	0.85	477	34		5	173
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	24,640	207	0.84	524	49	1	7	516
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	16,923	144	0.85	320	22	1	1	197
Workforce/Non Traditional	Obed Video - April 2019	15,145	108	0.71	314	15	1	2	146
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	13,384	42	0.31	87	8			89
Workforce/Non Traditional - Spanish	Paloma Video - April 2019	12,750	92	0.72	196	11		2	330
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	8,565	90	1.05	163	10			203
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	5,901	35	0.59	107	11			133
Workforce/Non Traditional	Josh Video - April 2019	4,607	32	0.69	79	6		1	43
Workforce/Non Traditional	Obed Video - 9.19.19	4,108	35	0.85	74	9			61
Workforce/Non Traditional	Josh Video - 9.19.19	2,806	22	0.78	47	11			9
Retargeting	Experience Freedom - 9.19.19	2,328	6	0.26	17	8			
Workforce/Non Traditional	Angela Video - 9.19.19	2,092	24	1.15	42	9		1	71
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad. - 9.19.19	1,905	16	0.84	24	3			
Workforce/Non Traditional	Experience Success	573	4	0.70	10	2			
SEPTEMBER TOTALS		285,836	1,757	13	4,215	296	8	31	3,193

### Performance October:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Post Reactions	Post Comments	Post Shares	Video Watches 100%
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	97,070	763	0.79	1,685	114	3	11	1,216
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	69,742	595	0.85	1,045	55	2	5	749
Retargeting	Jay Video - 9.19.19	56,267	283	0.50	736	67	4	1	1,103
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	52,412	173	0.33	347	30	1	2	494
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	52,209	371	0.71	728	28		5	841
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	15,888	118	0.74	223	21		1	586
High School Students//Traditional Transfer	FAFSA Super Saturday - 10.12	15,732	40	0.25	107	6			
CRM Targeting - Traditional	FAFSA Super Saturday - 10.12	15,393	72	0.47	263	13	1		
Workforce/Non Traditional	Obed Video - 9.19.19	14,009	106	0.76	200	14		1	164
Workforce/Non Traditional	Josh Video - 9.19.19	8,859	55	0.62	106	15			37
Workforce/Non Traditional	Angela Video - 9.19.19	5,303	39	0.74	81	9		1	98
Parents (English and Spanish)	FAFSA Super Saturday - 10.12	418	3	0.72	6				
OCTOBER TOTALS		403,302	2,618	0.62	5,527	372	11	27	5,288

## Analysis

- The "Workforce/Non Traditional - Spanish" and "Workforce/Non Traditional" generated the highest website CTRs, at 0.75% and 0.70% respectively
- The "Parents" and "CRM Targeting - Dual" generated the lowest website CTRs, at 0.29% and 0.20% respectively
- The highest performing ads were in the video format

## Recommendations

- Pause the lowest performing ads
- Provide new CRM list to us
- Incorporate carousel ads
- Incorporate lookalike audiences from CRM lists, Facebook page likers, etc.

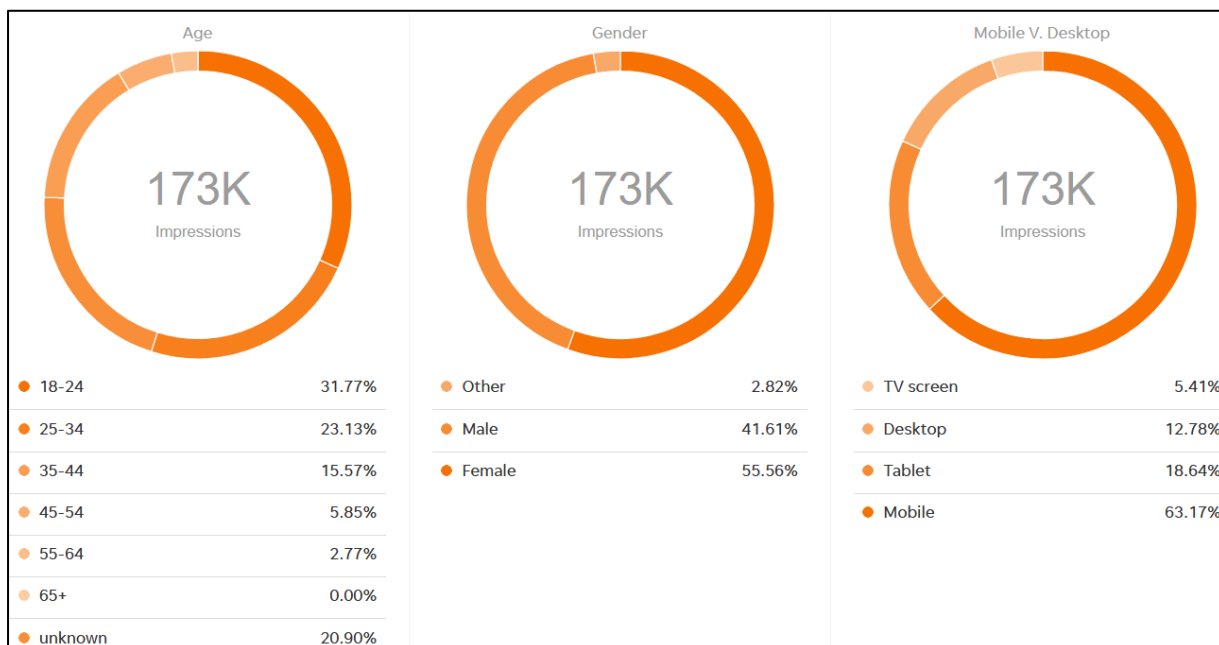
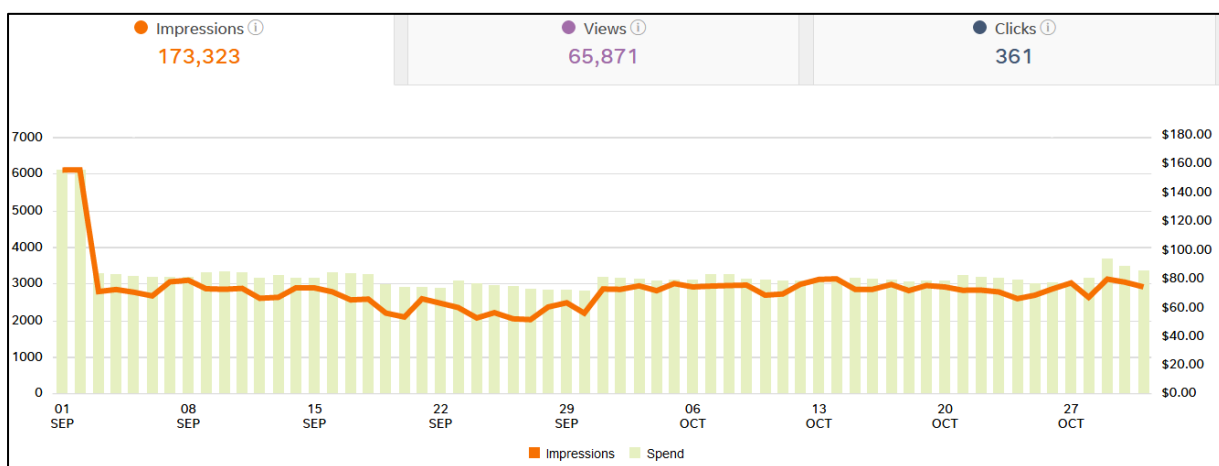
## YouTube English Campaign

### Campaign Overview

- Served 173,323 video impressions
- 65,871 completed video views
- Over 38% completed video view rate
- Average cost per completed video view is \$0.08 (replace)
- 56% Women / 42% Men
- 361 clicks to the website

### YouTube Industry Benchmarks

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



## YouTube English Analysis:

- View rate is well above Industry Standard (which is 15-30%)
- The "in-market college audience" generated the highest number of impressions and views. Google optimizes towards the highest performing ad group

## Recommendations:

- There are quite a few ads running. Reach Local recommends pausing the lowest performing ads and run only the highest performing video ads.

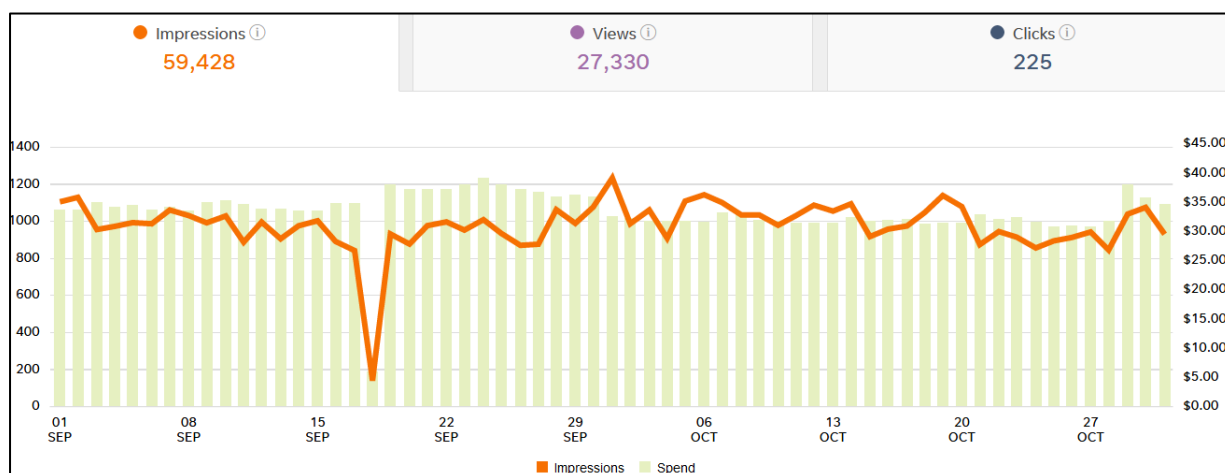
## YouTube Spanish Campaign

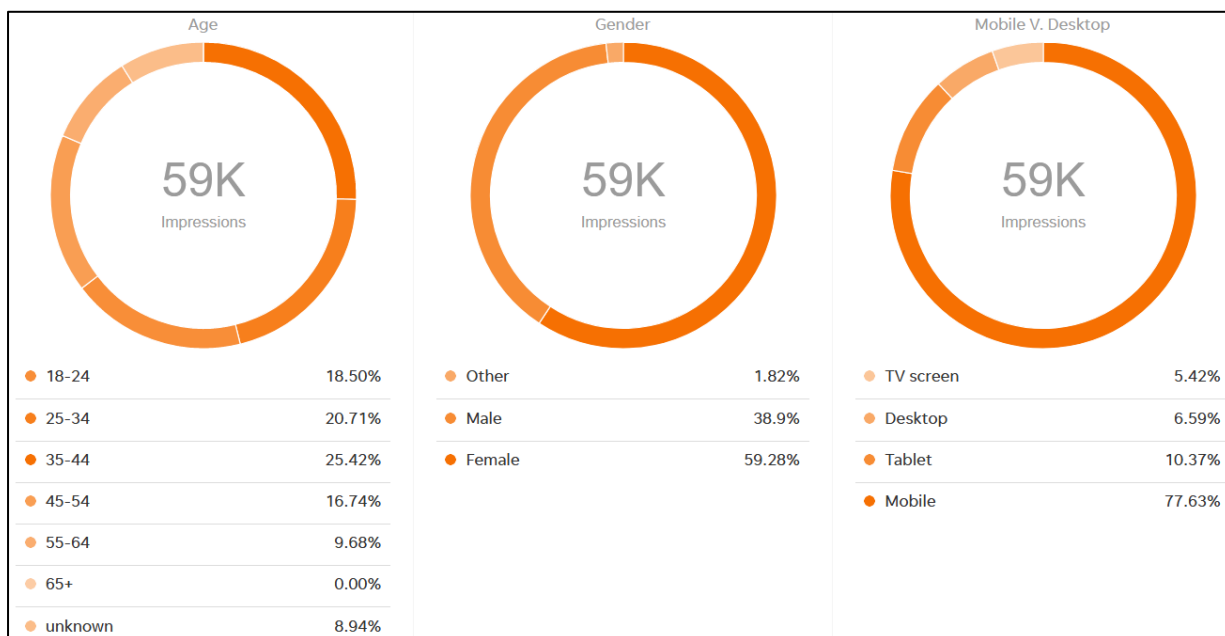
### Campaign Overview

- Served 59,428 video impressions
- 27,330 completed video views
- Over 46% completed video view rate
- Average cost per completed video view is \$0.07 (replace)
- 59% Women / 39% Men
- 225 clicks to the website

### YouTube Industry Benchmarks

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





## Analysis

- View rate is well above Industry Standard (which is 15-30%)
- The "in-market college audience" generated the highest number of impressions and views. Google optimizes towards the highest performing ad group.

## Recommendations

- Only (1) video ran during the entirety of this campaign. Incorporate an additional video to A/B test.
- Incorporate a shorter version at 15 seconds.



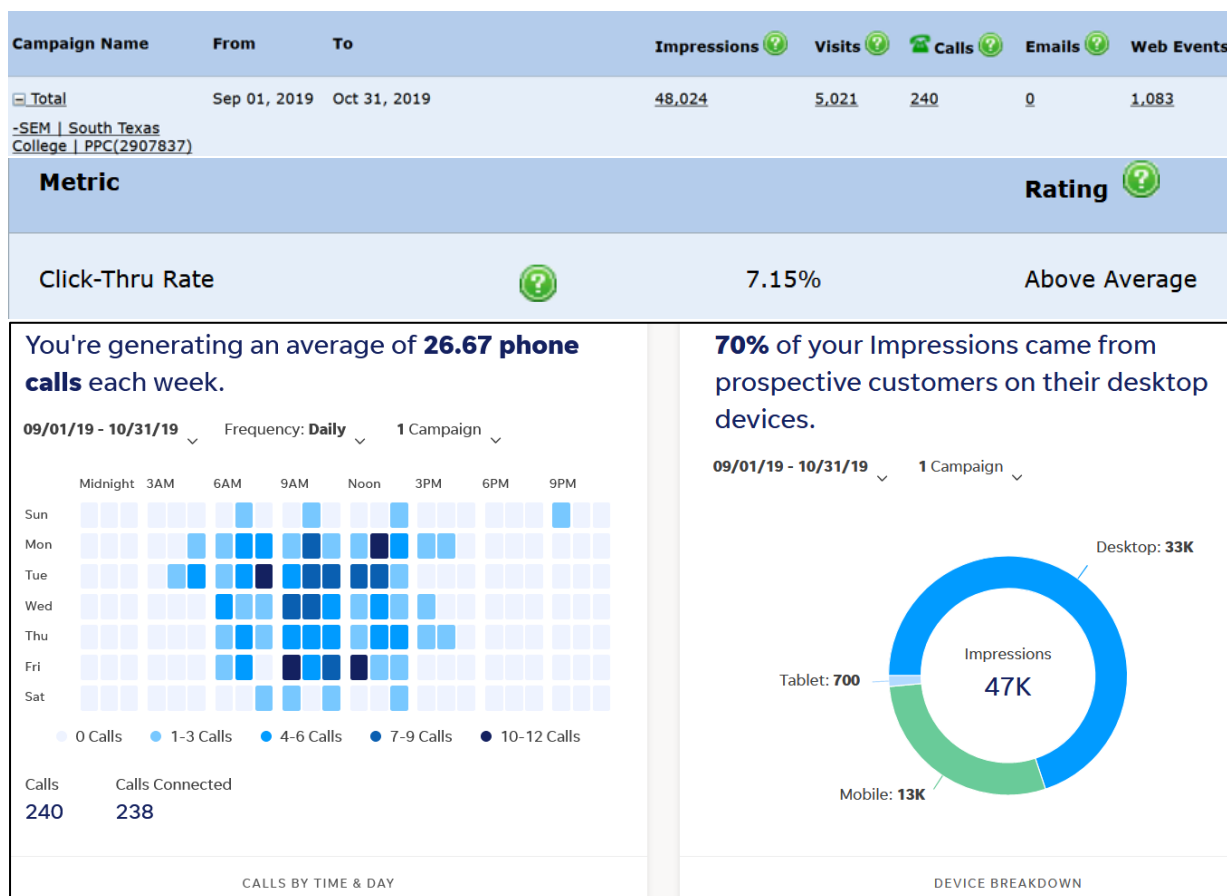
# Pay Per Click Campaign

## Campaign Overview

- Delivered 48,024 impressions
- Drove 5,021 clicks to website, 7.15% CTR
- Generated 240 calls & 77 form submits
- Average cost per visit \$1.79
- Average cost per contact is \$28.39

## Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%



Keyword	Impressions	Clicks	CTR
south tx college	24,277	2,779	11.45%
South Texas College programs	4,403	590	13.40%
south texas college admissions	1,680	393	23.39%
apply to South Texas College	4,467	316	7.07%
south texas college online courses	768	201	26.17%
South Texas College courses	897	120	13.38%
welding classes	1,009	80	7.93%
south texas college dual enrollment	1,134	53	4.67%
emt classes	619	52	8.40%
radiologic technology classes	540	50	9.26%
apply south texas college	155	45	29.03%
culinary arts courses	585	36	6.15%
automotive technology course	279	32	11.47%
colleges degrees	359	30	8.36%
colleges course	311	25	8.04%
child development certificate	248	21	8.47%
vocational education courses	251	20	7.97%
lvn to rn programs	323	18	5.57%
college classes	660	15	2.27%
continuing education college	101	14	13.86%

# Pay Per Click Competitor Campaign

## Campaign Overview

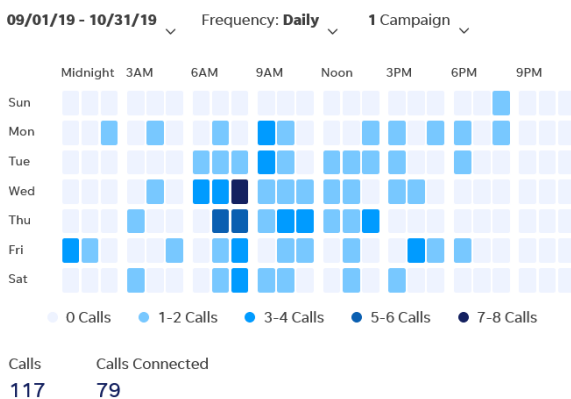
- Delivered 23,537 impressions
- Drove 1,948 clicks to website, 8.99% CTR
- Generated 177 calls & 17 form submits
- Average cost per visit \$1.23
- Average cost per contact is \$17.91

## Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%

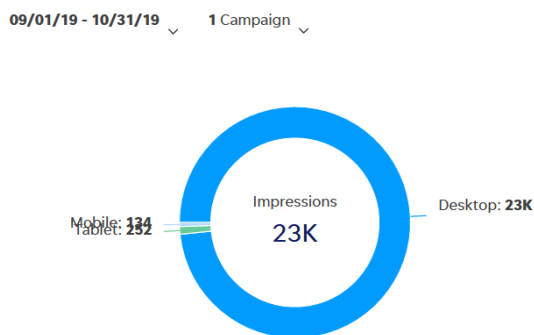
Campaign Name	From	To	Impressions ?	Visits ?	Calls ?	Emails ?	Web Events
Total	Sep 01, 2019	Oct 31, 2019	23,537	1,948	117	0	264
-South Texas College Competitor							
Metric		Rating ?					
Click-Thru Rate		8.99% Above Average					

You're generating an average of **13 phone calls** each week.



CALLS BY TIME & DAY

**98%** of your Impressions came from prospective customers on their desktop devices.



DEVICE BREAKDOWN

Keyword	Impressions	Clicks	CTR
Southern Careers Institute	10,572	1,427	13.50%
TSTC college	9,816	343	3.49%
texas state technical college	2,630	171	6.50%
UTRGV college	276	0	0.00%
RGV College	139	4	2.88%
Texas Southmost College	49	0	0.00%
TSTC college Waco	15	1	6.67%
Rio Grande Valley College	13	0	0.00%
TSC college Brownsville	12	2	16.67%
CHCP college	6	0	0.00%
South Texas Vocational Technical Institute	3	0	0.00%
TSC college	3	0	0.00%
Valley Grande Institute for Academic Studies	2	0	0.00%
South Texas Vocational Technical Institute McAllen	1	0	0.00%

## Pay Per Click Analysis

- We constantly see between a 10-15% CTR which is 5 times the normal rate (may differ slightly for vertical specific data)
- We currently hold a 85.5% top impression rate, meaning that when our ads show, 85% of the time they are above all organic results. (usually in position 1 or 2)
- To accompany the above statistic, we hold a 52.67% absolute top of page rate, meaning when our ad shows greater than half the time we are in the first possible position in the search results.
- Our top keywords continue to be our namesake and variations of South Texas College.
- We have recently seen an increase in volume for a few program specific keywords such as "Welding, EMT, Radiologic Technology, Vocational, and Culinary," likely due to a small strategy tweak we made about a month ago to try and get some more exposure outside of our traditional top performers. This is accompanied by a small increase in CPC.
- Our IS is showing as <10%, however that is only due to lots of our keywords showing as low search volume. The only other notable competition in the area is CHCP (College of Health Care Professionals) who are also at less than 10% impression share, and we share a 11.27% overlap rate (only for our health related program keywords).

## Recommendations

Areas/ topics for future strategy discussions:

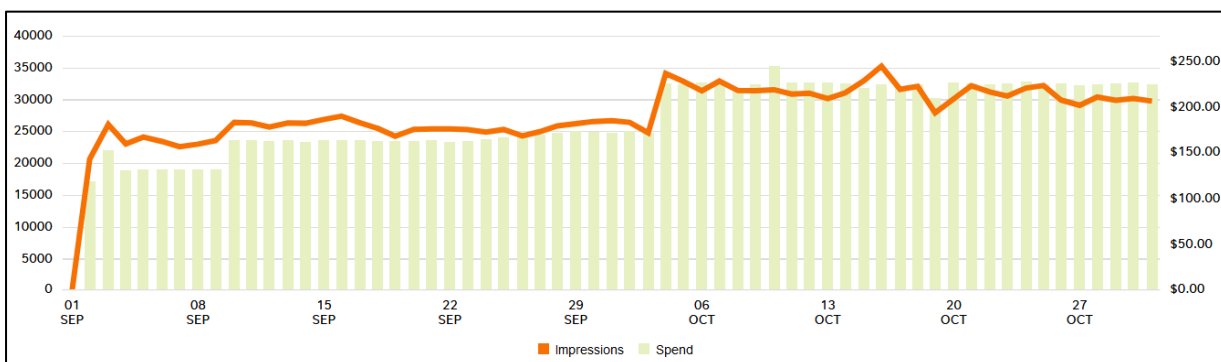
- Our Top locations are McAllen, Edinburg, Mission, Pharr. ( I think we can discuss expanding our targeting Starting with Hidalgo county, and secondly Cameron County) these would greatly increase our search area and potential audience count without getting too far away from campus for commuter students, and without getting into competition with schools as far north as A&M Kingsville and the Corpus Christi Schools.
- Allocating budget to RLSA
- Enabling call only mobile ads

## Display Campaign: Geofence, OTT, Retargeting

### Campaign Overview

- Delivered 1,673,842 impressions
- Drove 2,916 clicks to website
- 891 total campus walk-ons from GeoFencing
- Average CPM is \$6.75
- 34,304 completed video views

Campaign Name	From	To	Impressions ?	CPM ?	Visits
Total	Sep 01, 2019	Oct 31, 2019	1,673,842	\$6.75	2,916

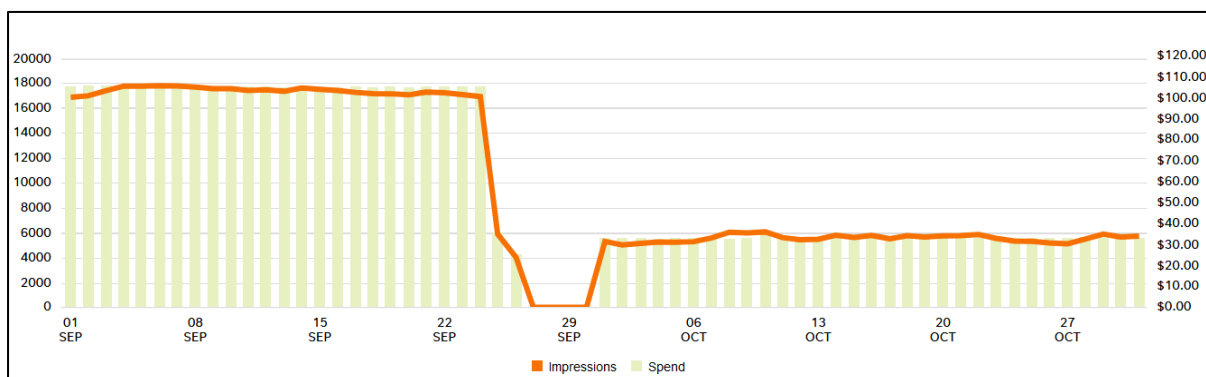


# Display Campaign: Border Patrol Geofence, OTT, Retargeting

## Campaign Overview

- Delivered 598,612 impressions
- Drove 822 clicks to website
- Average CPM is \$3.17

Campaign Name	From	To	Impressions ?	CPM ?	Visits
<input checked="" type="checkbox"/> Total	Sep 01, 2019	Oct 31, 2019	598,612	\$3.17	822



## Display Analysis

- Current tactic mix includes OTT, Traditional geofencing, Category retargeting, Contextual retargeting, Search & Site Retargeting.
- Top tactic by total impressions remains Geofence
- Our top fence by impressions is South Texas Business, Education & Technology Academy
- We see a large number of creatives across multiple tactics with 0 clicks, however most are getting impressions

## Recommendations

Currently we have roughly 60+ ads in the campaign (most apply to all tactics excluding OTT), so we are seeing some oversaturation/underutilization (IE impressions ranging from 2,000+ to 200 within the same tactic).

Reach Local recommends evaluating and reducing number of ads based on performance and messaging on the ads so that we stay consistent with other marketing/messaging efforts.

# Snapchat – English & Spanish

## Campaign Overview

- Delivered 264,172 impressions and 2,637 Swipe Ups/Visits to the website
- Average CPM is \$5.68
- Average CPSU/Visit is \$0.57 cents

## Snapchat Industry Benchmarks

- Average CPM \$7
- Average CPSU (Cost per Swipe Up/Visit) Is \$2-\$4



## Campaign Performance - South Texas College

**\$1,499.93**

Spend  
▲ N/A

**264,172**

Impressions  
▲ N/A

**\$5.68**

CPM  
▲ N/A

**2,637**

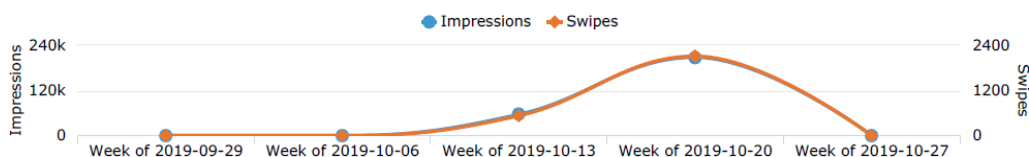
Swipe Ups  
▲ N/A

**0.57**

eCPSU  
▲ N/A

## IMPRESSIONS VS. LINK CLICKS

2019-10-01 - 2019-10-31



## Ad Performance - South Texas College

### TOP-PERFORMING ADS

2019-10-01 - 2019-10-31

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
HS Grad 3 English	25,209	\$3.33	0.39	214	0.85%
HS Grad 1 Spanish	11,177	\$7.66	1.08	79	0.71%
HS Grad 2 English	35,079	\$3.88	0.37	364	1.04%
HS Grad 2 Spanish	11,866	\$7.55	0.9	99	0.83%
HS Grad 3 Spanish	8,504	\$7.94	1.23	55	0.65%
HS Grad English 1	12,227	\$3.35	0.36	115	0.94%
NonTrad 18-24 Ad 1-English	15,620	\$4.54	0.38	188	1.20%
NonTrad 18-24 Ad 1-Spanish	11,343	\$7.49	0.66	129	1.14%
NonTrad 18-24 Ad 2-English	13,313	\$4.64	0.33	186	1.40%
NonTrad 18-24 Ad 2-Spanish	13,797	\$6.56	0.7	129	0.93%
NonTrad 18-24 Ad 3-English	26,693	\$4.56	0.36	342	1.28%
NonTrad 18-24 Ad 3-Spanish	10,157	\$6.82	0.85	82	0.81%
NonTrad 25-30 Ad 1-English	18,762	\$5.54	0.52	199	1.06%
NonTrad 25-30 Ad 1-Spanish	5,780	\$10.34	1.03	58	1.00%

## Snapchat Analysis

- The campaign generated a \$4.40 eCPM and a \$0.40 eCPSU
- Ages 18-34 generated the highest swipe up rate
- 

## Recommendations

- Pause the lowest performing ads

## Print Advertising

### Texas Border Business

- 1 print ads/month, 1 digital ads/month
- Delivered 16,769 impressions
  - Desktop – 6,683
  - Mobile – 9,709
  - Tablet – 377
- Drove 42 clicks to website
- Average CTR is .0025%

### Mega Doctor Magazine

- 1 print ads/month, 1 digital ads/month
- Delivered 3,155 impressions
  - Desktop - 2463
  - Mobile - 632
  - Tablet – 60
- Drove 11 clicks to website
- Average CTR is .003%

## The Monitor

### Newspaper Spadea

- January, May and August

## RGVision





## Radio

Est. total of 510x radio spots

KTLM  
KNVO  
KRGV  
KGBT  
KVEO

### Live Remote: Super Saturday

KBFM, on 10/12

### Spotify

Est. total of 510x radio spots

- Delivered 35,000 impressions
- Drove 66 clicks to website
- Reach = 16,792

## TV

Est. total of 74x TV spots

KBFM  
XHBR  
KVLY  
KTEX  
FKFRQ  
KHKZ  
KKPS

## Out-of-Home

### Billboards

9 locations

Est. total of 10,323,496 impressions per month

Location: SS Exp. 83 .2 mi. E/O Cesar Chavez, Alamo

Estimated weekly Impressions: 379,255



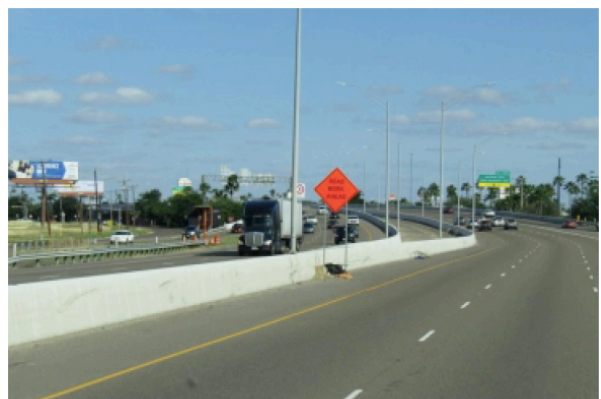
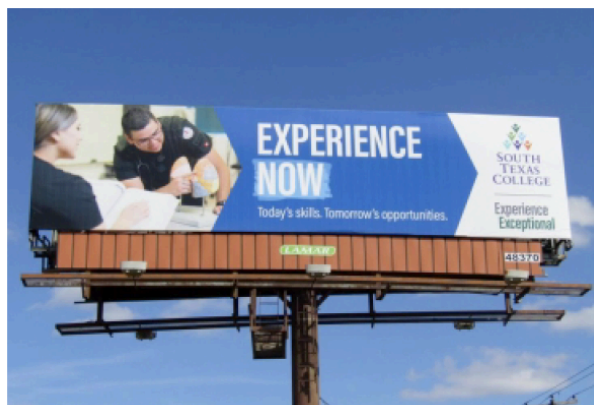
Location: NS Exp. 83, 1300' E/O Tower Rd, Alamo  
Estimated weekly Impressions: 394,859



Location: SS Exp. 83 .2 Mi E/O FM 433, Donna  
Estimated weekly Impressions: 376,762



Location: NS EXP 83 700' W/O MCCOLL LHR MCA  
Estimated weekly Impressions: 358,548



Location: Exp. 83, At Hutto Rd, Donna  
Estimated weekly Impressions: 315,942



Location: US Hwy 83, 0.1 mi. E/O FM-2221 La Joya  
Estimated weekly Impressions: 95,668



Location: Exp. 83 Mission  
Estimated weekly Impressions: 303,409





Location: Exp. 83, 750' W/O Mile 2-1/2 Rd., Mercedes  
Estimated weekly impressions: 278,172



Location: NS EXP 83 .3MI E/O Redwood  
Estimated weekly Impressions: 78,259



