

NSU Proposed Facebook / Spotify Plan & Buy

Flight: 4 Weeks

Start Date: Monday, August 24, 2020

Ends: Sunday, September 20, 2020

AUDIENCE:

- Norfolk, VA DMA
- AA 18-64

FACEBOOK

- Reach students and their parents separately with engaging ads in feeds and stories on Facebook, Instagram, and Messenger
- African American students and potential students, their parents, and parental influences
- Serve approximately 600k - 2.2 million ads
- Audience estimate eligible to have ads seen: 100k - 120k people

SPOTIFY

- NSU will be able to serve approximately 35k-40k ads
- Reach about 8k-10k people

STUDIO CENTER WILL PROVIDE:

- Creative
- Ad campaign development, launch, and management
- Weekly, monthly and mid-month reports

FACEBOOK BUY TOTAL:	\$ 3,500.00
SPOTIFY BUY TOTAL:	\$ 1,500.00
TV & RADIO MEDIA BUY TOTAL:	\$ 5,000.00