**Client Details**

- **Client Name**: Texas A&M University - Athletics
- **Campaign Name**: 2018-18 basketball

**Campaign Goals**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall awareness growth for basketball</td>
<td>$1,000,000, reach 9,000,000 unique users, 9.1 CPM, 1.4 CTR</td>
</tr>
</tbody>
</table>

**Targeting**

- College Station, TX
- High School, Youth, Adult
- Austin

**Campaign Summary**

- Blend of prospecting and re-targeting across channels (Facebook, Search)

### Campaign Details - Wave #1

<table>
<thead>
<tr>
<th>Channel</th>
<th>Start Date</th>
<th>End Date</th>
<th>CPM</th>
<th>Impressions</th>
<th>Working Media</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>10/2/17</td>
<td>12/24/17</td>
<td>$4.20</td>
<td>1,048,751</td>
<td>$31,067</td>
<td>Includes prospecting and re-targeting</td>
</tr>
<tr>
<td>Paid Search</td>
<td>10/2/17</td>
<td>12/24/17</td>
<td>$4.20</td>
<td>785,264</td>
<td>$31,067</td>
<td>Keyword targeting</td>
</tr>
</tbody>
</table>

### Campaign Details - Wave #2

<table>
<thead>
<tr>
<th>Channel</th>
<th>Start Date</th>
<th>End Date</th>
<th>CPM</th>
<th>Impressions</th>
<th>Working Media</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>11/10</td>
<td>12/4/18</td>
<td>$4.20</td>
<td>785,264</td>
<td>$31,067</td>
<td>Includes prospecting and re-targeting</td>
</tr>
<tr>
<td>Paid Search</td>
<td>11/10</td>
<td>12/4/18</td>
<td>$4.20</td>
<td>785,264</td>
<td>$31,067</td>
<td>Keyword targeting</td>
</tr>
</tbody>
</table>

**Reporting**

- Weekly updates and Monthly reports

**Creative Due Dates**

- 2 business days prior to launch and ongoing months:
  - 11/3, 12/3, 1/3, 2/3, 3/3, 4/3, 5/3, 6/3, 7/3, 8/3

**Client Services Manager**

- Email: [Email](mailto:sportsdesk@tamu.edu) / Phone: 409-288-9173

**Budget and Terms**

- **Total Budget**: $35,000
- **CPM Rate**: 10%
- **Working Media**: $31,067
- **Non-CPM Cost**: $4,000

**Terms & Conditions**

- **See master agreement terms executed Dec 3, 2017.**
- Impressions are not guaranteed due to fluctuating rates with high programmatic bidding and may be up to 1×1× less than estimated goal. Any over-estimation of CPMs will be credited at 1×1×. For networks, there is a 10% over-delivery that will be marked up at a rate of $0.01 CPM per 1000 impressions.
- Assets due dates: creative not submitted 3 business prior to launch; subject to change due to under-delivery over 10%.
- Cancellation clause: if orders are cancelled, PCCSA is due to cover planning, operational costs. Media delivery will be billed in full at time of cancellation.

**Signature**

- Client Services Manager
- PCC SportsDesk Signature

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*Note: All payment terms and conditions are subject to change. For more information, please visit [link](#).*