## AC Transit HR Recruitment Camapign Media Plan--Phase 1

	AC Transit fix Recruitment Camapign Wedia PlanPhase 1																				
		February				March	arch			April				May				June			
	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17 24	
AC Transit Assets							·		·					·		·					
Careers Homepage																					
Homepage Right Bar Icon																					
Online Display -Digital																					
SEM-Google and Bing																					
Job Board Ads																					
\$10k																					
Radio																					
Total Traffic News + Weather																					
\$15k																					
		July				August				Sept	ember				October				Novembe	r	
						AC Trai	nsit HR F	Recruitm	ent Camp	oaign Me	dia Plan	Phase 2	2								
AC Transit Assets																					
Take one-with images																					
Homepage carousel image																					
Outreach																					
Homepage banner - bottom																					
Ad Cards																					
Ad curus																					
Online Display - Digital																					
Geo-fencing																					
Job board ads																					
Social Media ads																					
occiai iiicaia aas																					
TV																					
Comcast Spotlight	_																				
\$20k																					
Bus Ads																					
AC Transit bus ads																					