

**Shepherd University**  
**Undergraduate Campaigns**  
**April, May and June**

**Google**

**Search Ads - \$XX per month**

Frederick MD  
Frederick VA  
Washington MD  
Montgomery MD  
Carroll MD  
Harford MD  
Loudoun VA

**Display Ads - \$XX per month**

“geo-fence” following:

**Montgomery College Students - \$XX**

Germantown Campus, 20200 Observation Drive, Germantown, MD 20876

Rockville Campus, 51 Mannakee Street, Rockville, MD 20850

Takoma Park/Silver Spring Campus, 7600 Takoma Avenue, Takoma Park, MD 20912

**Northern Virginia Community College Students - \$XX**

21200 Campus Drive, Sterling, VA 20164-8699

5000 Dawes Avenue, Alexandria, VA 22311-5097

**Hagerstown Community College - \$XX**

11400 Robinwood Dr, Hagerstown, MD 21742

**Lord Fairfax Community College Students - \$XX**

173 Skirmisher Lane, Middletown, VA 22645-1745

Hagerstown Community College - \$XX

11400 Robinwood Dr, Hagerstown, MD 21742

**Frederick Community College - \$XX**

7932 Opossumtown Pike, Frederick, MD 21701

## Facebook

Transfer Campaign - \$XX per month

Hagerstown MD, Frederick MD, Winchester VA, Leesburg/Sterling VA, Rockville and Germantown MD

(use same artwork as google)

General Freshman Campaign (not mentioning visit) - \$XX per month

Loudoun, Fairfax, Frederick County VA. Washington, Frederick, Montgomery, Howard, Carroll County MD. Jefferson, Berkeley County WV.

(use top performers from last freshman campaigns)