









## PROGRAM OPPORTUNITIES

The sponsored ads will run for approximately 4 weeks.

**You are responsible for managing comments from the post daily** with accurate and positive engagement.

You will receive a final report following the campaign that details:

- o Impressions
- o Reach
- o Click Through Rate (CTR)
- o Total Clicks
- o Cost Per Click (CPC)
- o Reactions/Comments/Shares/Saves
- o Total Spend

You will receive support from OLC staff to develop the demographics and geographic targeting, as well as interests for each of the ad campaigns.

%% You will receive one midterm report approximately halfway through the campaign highlighting performance to date.

Please note that targeting will not change for the duration results are below industry standards as identified by the agency and/or OLC.

Applications will be accepted on an ongoing basis until January 31, 2026 or until the program is fully subscribed.