

APPENDIX V - 19

[TUSD Website: Dual Language Parent Resources](#)

Marketing

Various local publications:

Tucson Weekly, Desert Times, Explorer (Catalina Foothills), Marana News and Arizona Bilingual



KOLD 13:

- Geo Fencing, Behavioral, Demo Targeting 200,000 Impressions
- Will target Demo Tucson DMA-Families with kids pre-k and Kindergarten.
- 2 schools centrally located and 8 on Southside and 1 on Broadway and Pantano Frys
- Trader joes
- Heirloom farmers markets (Udall on Fridays and Rillito on Sundays)
- Santa Cruz farmers market on Thursdays-100 South Avenida del Convento, Tucson, AZ 85745
- KOLD –all digital platforms 80,000 Impressions
- Monthly Digital reporting-overviewing your campaign.

Telemundo Tucson

- Digital banners
- All digital platforms (desktop, mobile)
- Targeted zip codes