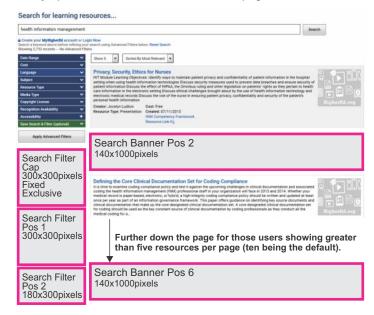
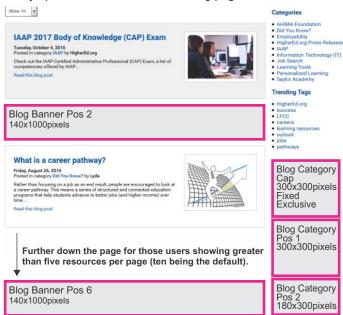
Search Page Advertising

Many options are available on the Search page.



Blog Page Advertising

Many options are available on the blog page.



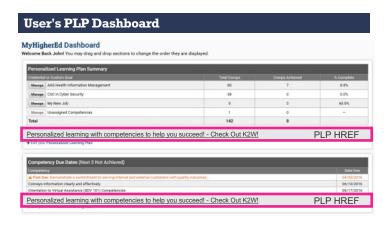
User's Favorites Library & Saved Searches

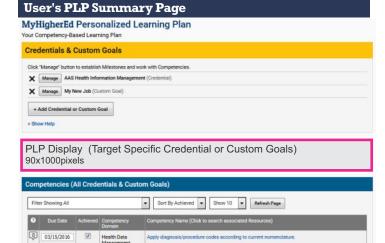
Within the authenticated user's account, much like ads that appear throughout the search results and the blog in positions two and six outlined above, the ads in the Favorites Library and Saved Searches sections are intended to break up the content they have chosen to save for further review.

User Favorites Library Pos 2 140x1000pixels User Favorites Library Pos 6 140x1000pixels User Saved Searches Pos 2 140x1000pixels User Saved Searches Pos 6 140x1000pixels

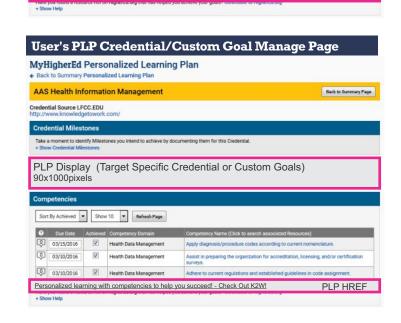
Personalized Learning Plan Advertising

Put your content, assessment, credential/badge, or service directly in front of learners who aspire toward goals in the credential you choose to target. You may also choose to target all learners that prepare a custom goal.





Personalized learning with competencies to help you succeed! - Check Out K2W!



ONLINE ADVERTISING RATE CARD

Ad Size	Ad Position	12x Month	6x Month	3x Month	Open Monthly	+ Clicks
Search Filter Exclusive Cap 300x300 pixels	Displays just under the Advance Search Filter on the Search page. This position is a fixed position and does NOT shuffle with other advertisers. You own this position exclusively for the length of your term.	\$1,008	\$1,210	\$1,360	\$1,512	\$1.25
Search Filter Pos 1 300x300 pixels	Displays under the Advance Search Filter on the Search page directly under the Fixed Search Filter Cap ad. This display ad shuffles with other advertisers in this ad position.	\$333	\$400	\$450	\$498	\$1.25
Search Filter Pos 2 180x300 pixels	Displays in the search filter section bottom position on the Search page. This display ad shuffles with other advertisers in this ad position.	\$240	\$289	\$325	\$361	\$1.25
Search Banner Pos 2 140x1000 pixels	Displays in the search results on the Search page where the second learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$672	\$806	\$907	\$1,008	\$1.25
Search Banner Pos 6 140x1000 pixels	Displays in the search results on the Search page where the sixth learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$472	\$566	\$637	\$708	\$1.25
Blog Exclusive Cap 300x300 pixels	Displays just under the Category and Trending Tag lists on the Blog page. This position is a fixed position and does NOT shuffle with other advertisers. You own this position exclusively for the length of your term.	\$908	\$1,110	\$1,260	\$1,412	\$1.25
Blog Pos 1 300x300 pixels	Displays under the Category and Trending Tag lists on the Blog page directly under the Blog Exclusive Cap ad. This display ad shuffles with other advertisers in this ad position.	\$233	\$300	\$350	\$398	\$1.25
Blog Pos 2 180x300 pixels	Displays under the Category and Trending Tag lists on the Blog page. This display ad shuffles with other advertisers in this ad position.	\$140	\$189	\$225	\$261	\$1.25
Blog Banner Pos 2 140x1000 pixels	Displays in the blog results on the Blog page where the second post would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$572	\$706	\$807	\$908	\$1.25
Blog Banner Pos 6 140x1000 pixels	Displays in the blog results on the Blog page where the sixth post would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$372	\$466	\$537	\$608	\$1.25
PLP Display 90x1000 pixels	Custom Goal: Displays in authenticated user's PLP (under Credentials & Custom Goals section) and PLP Manage (under Credential Milestones section) for all custom goals. The display ad adjusts to screen size on all devices and shuffles with other advertisers in position.	\$222	\$266	\$299	\$333	\$1.25
PLP Display 90x1000 pixels	Credential: Displays in authenticated user's PLP (under Credentials & Custom Goals section) and PLP Management (under Credential Milestones section) when matching credential selected. The display ad adjusts to screen size on all devices and shuffles with other advertisers in position. Select the credential you would like to associate with your advertisement: AAS Health Information Management, AAS Information Systems Technology with Cyber Security, Certificate in Office Systems Assistant, CSC in Cyber Security, CSC in Hospital Facility Coding, CSC in Information Processing Technician, CSC in Networking Specialist, AAS Information Systems Technology with Networking Specialist	\$347 per position selected	\$416 per position selected	\$468 per position selected	\$520 per position selected	\$1.25
PLP HREF	Text hyperlink (80 maximum character display) in four authenticated user locations: Dashboard PLP Panel, Dashboard Competency Panel, and two PLP Competency locations (Summary and Manage screens) all matching credential selected or select Custom Goal. This text hyperlink ad shuffles with other advertisers that selected the same ad position below. Select what you would like to associate with your advertisement: AAS Health Information Management, AAS Information Systems Technology with Cyber Security, Certificate in Office Systems Assistant, CSC in Cyber Security, CSC in Hospital Facility Coding, CSC in Information Processing Technician, CSC in Networking Specialist, AAS Information Systems Technology with Networking Specialist, Custom Goal	\$157 per position selected	\$188 per position selected	\$212 per position selected	\$235 per position selected	\$1.25
User Favorites Library Pos 2 140x1000 pixels	Displays in the authenticated User Favorites Library in the second position where a learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$672	\$806	\$907	\$1,008	\$1.25
User Favorites Library Pos 6 140x1000 pixels	Displays in the authenticated User Favorites Library in the sixth position where a learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$472	\$566	\$637	\$708	\$1.25
User Saved Searches Pos 2 140x1000 pixels	Displays in the authenticated User Saved Searches page in the second position where a learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$672	\$806	\$907	\$1,008	\$1.25
User Saved Searches Pos 6 140x1000 pixels	Displays in the authenticated User Saved Searches page in the sixth position where a learning resource would be placed. Maximum ad size is 1000 pixels. The display ad adjusts to screen size on all devices. This display ad shuffles with other advertisers in this ad position.	\$472	\$566	\$637	\$708	\$1.25
Custom HREF	Custom text ad link (80 maximum character display) can be placed anywhere within website content.	\$182	\$218	\$245	\$273	\$1.25

Knowledge to Work (K2W):

A Portal for Competencies and Individualized Learning

Lord Fairfax Community College (LFCC)

173 Skirmisher Lane

Middletown, VA 22645-1745

KnowledgeToWork.com

HigherEd.org

LFCC.edu



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