Appendix A

COVID-19 Specific Ads

Examples of COVID-19 specific advertisements are depicted below.

[images above from left to right: Capella University “Uncertain Times” advertisement, downloaded April 20, 2020, Concorde Career College “Health Care Heroes” advertisement, downloaded April 20, 2020]

[images above from left to right: DeVry University homeschooling advertisement, downloaded April 21, 2020, Fortis College advertisement explicitly mentioning COVID-19, downloaded April 21]
[images above from left to right: Keiser University “Health Care Heroes” advertisement, downloaded April 27, 2020, Strayer University “Stay Safe. Stay Home” advertisement, downloaded April 29, 2020]

[images above from left to right: Trident University COVID-19 advertisement, downloaded April 29, 2020, Walden University COVID-19 advertisement, downloaded April 29, 2020]
[images above from left to right: Lincoln Tech “Essential Job” advertisement, downloaded April 29, 2020, Florida Career College “Train for an Essential Career” advertisement, downloaded April 29, 2020.]

[images above from left to right: Ultimate Medical Academy COVID-19 advertisement, downloaded April 29, 2020, University of Phoenix COVID-19 related advertisement, downloaded April 30, 2020.]
[images above from left to right: American Public University advertisement, downloaded April 10, 2020, American InterContinental University “Toughest Moments” advertisement, downloaded April 13, 2020]
Healthcare Industry Specific Ads

Examples of healthcare industry specific advertisements are depicted below.

[image above: Capella University healthcare related advertisements, downloaded April 20, 2020]
[image above: Concorde Career College healthcare related advertisements, downloaded April 20, 2020]

ECPI University sponsored
Become an important part of a healthcare team in as little as 15 months! Learn important skills while working with doctors and registered nurses.

[See Ad Details]

[Image above from left to right: ECPI University healthcare related advertisement, downloaded April 21, 2020, Fortis College healthcare related advertisement, downloaded April 21, 2020]

Herzing University Online sponsored
"Herzing University ranks among the best Online Bachelor’s and MBA programs by U.S. News & World Report for 2020."

There is no limit to what we can accomplish.

[See Ad Details]
images above from left to right: Herzing University healthcare related advertisement, downloaded April 22, 2020, University of Phoenix healthcare related advertisement, downloaded April 30, 2020

images above from left to right: Grand Canyon University healthcare related advertisement, downloaded May 5, 2020, DeVry University healthcare related advertisement, downloaded April 21, 2020

image above: Colorado Technical University healthcare related advertisements, downloaded April 13, 2020
[images above from left to right: Grantham University healthcare related advertisement, downloaded April 22, 2020, Purdue University Global healthcare related advertisement, downloaded April 27, 2020]

[Image above: Keiser University healthcare related advertisement, downloaded April 27, 2020, National American University healthcare related advertisement, downloaded April 27, 2020]
[image above: Miller-Motte College healthcare related advertisements, downloaded April 27, 2020]

[2]

[Active]
Started running on Apr 23, 2020
ID: 20610694118927

Trident at AU
Sponsored

Do you dream of uncovering the next research breakthrough or changing the health industry for the better? Build the skills you need to make it possible by earning your degree in health sciences or health administration.

Online Bachelors Degree
Learn more about them today
WWW.TRIDENTEDU

Walden University
Sponsored

Choose a BSN program accredited by the Commission on Collegiate Nursing Education (CCNE), a mark of quality in the industry.

Further Your Health Sciences Education
Make Your Dreams Happen
Excellence of Science In Nursing
WWW.WALDENU.COM

[Active]
Started running on Apr 20, 2020
ID: 105800784482324

This ad has multiple versions.

[Active]
Started running on Apr 20, 2020
ID: 105800784482324

This ad has multiple versions.

[Active]
Started running on Apr 20, 2020
ID: 20610694118927

Jumpstart your career with one of our Healthcare programs at our Conway campus.

Walden's CCNE-Accredited BSN Program

[Active]
Started running on Apr 23, 2020
ID: 20610694118927

At Miller-Motte Tech, in as little as 16 months, you can be on your way to a career with training as a Medical Assistant.

See Ad Details
Learn More
Learn More
Learn More
See Ad Details

[Active]
Started running on Apr 23, 2020
ID: 20610694118927


See Ad Details
Learn More
Learn More
Learn More
See Ad Details

[Active]
Started running on Apr 23, 2020
ID: 20610694118927

Walden University healthcare related advertisement, downloaded April 29, 2020

Walden University healthcare related advertisement, downloaded April 29, 2020]
[image above: American Career College healthcare related advertisements, downloaded April 29, 2020]

[Image 148x471 to 464x720]

[Image 72x128 to 554x406]

[Image above: Ultimate Medical Academy healthcare related advertisements, downloaded April 29, 2020]
Access to Online Learning Ads

Examples of advertisements touting schools’ online degree programs are depicted below.

[Images above: Grand Canyon University advertisement targeting high school students, downloaded May 5, 2020, DeVry University online program advertisement, downloaded April 21, 2020]

[Images above from left to right: Capella University online program advertisement, downloaded April 20, 2020, ECPI University online program advertisement, downloaded April 21, 2020]
[images above from left to right: Fortis College online program advertisement, downloaded April 21, 2020, Grantham University online program advertisement, downloaded April 22, 2020]

[images above from left to right: Herzing University online program advertisement, downloaded April 22, 2020, Purdue University Global online program advertisement, downloaded April 27, 2020]
[images above from left to right: Keiser University online program advertisement, downloaded April 27, 2020, National American University online program advertisement, downloaded April 27, 2020]

[images above from left to right: South University online program advertisement, downloaded April 27, 2020, Strayer University online program advertisement, downloaded April 29, 2020]
[images above from left to right: Walden University online program advertisement, downloaded April 29, 2020, American Career College online program advertisement, downloaded April 29, 2020]

[images above from left to right: Florida Career College online program advertisement, downloaded April 29, 2020, Ultimate Medical Academy online program advertisement, downloaded April 29, 2020]
[images above from left to right: University of Phoenix online program advertisement, downloaded April 30, 2020, American Military University online program advertisement, downloaded April 10, 2020]

[images above from left to right: Full Sail University online program advertisement, downloaded April 10, 2020, American InterContinental University online program advertisement, downloaded April 13, 2020]
Examples of advertisements that promise low cost and scholarships are depicted below.
[images above from left to right: Capella University “FLEXPATH” advertisement, downloaded April 20, 2020, Grantham University advertisement touting low tuition rates, downloaded April 22, 2020]

[images above from left to right: Grand Canyon University advertisement discussing scholarships, downloaded May 5, 2020, Herzing University advertisement discussing enrollment fee waiver, downloaded April 22, 2020]
[image above: Strayer University advertisement discussing the “Strayer Graduation Fund,” downloaded April 29, 2020]

[images above from left to right: Trident University advertisement claiming that qualified students can receive up to “67% off” degrees, downloaded April 29, 2020, Walden University advertisement discussing scholarships, grants, and financial aid, downloaded April 29, 2020]

[CTU Patriot Scholarships advertisement offering scholarships to eligible wounded U.S. service members, their spouses, caregivers and dependents. Apply today!]

[Colorado Technical University advertisement promoting scholarships, downloaded April 29, 2020, American Military University advertisement promoting scholarships, downloaded April 29, 2020]
Ease of Credit Transfer

Examples of advertisements featuring credit transfers are depicted below.
[images above from left to right: Herzing University transfer advertisement, downloaded April 22, 2020, Purdue University Global transfer advertisement, downloaded April 27, 2020]

[images above from left to right: Grand Canyon University transfer advertisements, downloaded April 10, 2020, Full Sail University transfer advertisement, downloaded April 10, 2020]
Targeting Servicemembers

Examples of advertisements targeting servicemembers and veterans are depicted below.

[images above: American Military University ads targeting servicemembers, downloaded April 10, 2020]
[images above: American InterContinental University ads targeting servicemembers, downloaded April 13, 2020. “MOS” is a military acronym for Military Occupational Specialty, which is used by some of the military services]
[images above: Colorado Technical University ads targeting servicemembers, downloaded April 13, 2020]
After serving in the military, Yanna Loch earned his technology management degree with Herzing University. "Employers were seeking me," he says.

"In the future, I might be able to own my own company." Find out what's possible for you with quality training—and personalized...

GO.HERZING.EDU

[images above from left to right: Herzing University ad targeting servicemembers, downloaded April 22, 2020, Purdue University Global ad targeting servicemembers, downloaded April 27, 2020]
[images above: Trident University ads targeting servicemembers, downloaded April 29, 2020]
[images above: Trident University ads targeting servicemembers, downloaded April 29, 2020]
Large Volume of Ads

Depicted below are examples of the large volume of advertisements by the University of Phoenix, which prompted our analysis.

[images above: screenshots of some of the University of Phoenix advertisements published in April 2020, downloaded April 9, 2020]