

2009

MEDIA PLAN

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MEDIA SOLUTIONS • MARKETING OPPORTUNITIES • THE MARKET • ADVERTISING 101

ACCOUNT NAME: _____

YES	SECTION/PUBLICATION/PRODUCT	PUBLICATION DATE		COPY DEADLINE		AD SIZE	COLOR	POSITION	TOTAL REVENUE
	<u>1st Quarter 2009</u>								
	Petaluma Visitor Guide	15-Jan	Thurs	8-Dec	Mon				
	Green Living	22-Feb	Sun	9-Feb	Mon				
	Sonoma Pets	12-Mar	Thurs	17-Feb	Tues				
	G&G Homeshow	19-Mar	Thurs	2-Mar	Mon				
	Petaluma Magazine	5-Mar	Thurs	20-Jan	Tues				
	Santa Rosa City Magazine	21-Mar	Sat	2-Feb	Mon				
	<u>2nd Quarter 2009</u>								
	Petaluma Business Review	16-Apr	Thurs	2-Mar	Mon				
	Green Living	19-Apr	Sun	6-Apr	Mon				
	Petaluma Magazine	4-Jun	Thurs	21-Apr	Tues				
	Santa Rosa City Magazine	20-Jun	Sat	4-May	Mon				
	Sonoma Pets	11-Jun	Thurs	19-May	Tues				
	Petaluma Almanac	25-Jun	Thurs	26-May	Tues				
	Petaluma Chamber Map	30-May	Sat	27-Apr	Mon				
	<u>3rd Quarter 2009</u>								
	Argus Rotary	23-Jul	Thurs	6-Jul	Mon				
	Wine Travel	14-Aug	Fri	29-Jun	Mon				
	Petaluma Magazine	10-Sep	Thurs	28-Jul	Tues				
	G&G Homeshow	17-Sep	Thurs	31-Aug	Mon				
	Santa Rosa City Magazine	19-Sep	Sat	3-Aug	Mon				
	<u>4th Quarter 2009</u>								
	Petaluma Chamber Directory	8-Oct	Thurs	2-Sep	Wed				
	Green Living	18-Oct	Sun	5-Oct	Mon				
	Ski Outdoor Adventure	30-Oct	Thurs	7-Oct	Wed				
	Petaluma Magazine	19-Nov	Thurs	6-Oct	Tues				
	Christmas BIG Book	26-Nov	Thurs	4-Nov	Wed				
	Santa Rosa City Magazine	28-Nov	Sat	12-Oct	Mon				
	Christmas BIG Book	10-Dec	Thurs	18-Nov	Wed				
	Green Living	13-Dec	Sun	2-Nov	Mon				

PD | ARGUS | MAGAZINES | GREEN

SIGNATURE: _____

PERIOD 1 - JANUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

PERIOD 2 - FEBRUARY

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1

PERIOD 3 - MARCH

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

PERIOD 4 - APRIL

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

PERIOD 5 - MAY

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

PERIOD 6 - JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

PERIOD 7 - JULY

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

PERIOD 8 - AUGUST

M	T	W	T	F	S	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

PERIOD 9 - SEPTEMBER

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

PERIOD 10 - OCTOBER

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

PERIOD 11 - NOVEMBER

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

PERIOD 12 - DECEMBER

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			