YouthFriends Fall 2006 Marketing Calendar

		August	September				October			
		21-Aug	5-Sep	11-Sep	18-Sep	25-Sep	2-Oct	9-Oct	16-Oct	23-Oct
Ads										
	Billboard									
	Radio									
	Print ads - Local and community publications									
Public Service										
	Local major newspaper									
	TV/Radio PSA's									
Publicity	Print									
	TV/Radio publicity									
	local magazine		We're the "Y" on their "Best of Kansas City A-Z List"							
Special Promotions										
	Mini-Poster Campaign				xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx					
	School Specific Flyers				xxxxxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxxXXXXXXXXXxxxxxxxxx				
	Bookmarks in pulbic libraries/book stores				xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx					
				xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx						
Internal										
	Central Newsletter									1st of Nov.
	Recruitment Presentations			xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx					xxxxxxxxxx	xxxxxxxxxx
xxxx xxxxx - District Coordinator's Support										