

## **WORKSHEET 4: ANNUAL ADVERTISING PLANNER**

Using a calendar such as the one on Worksheet 4-C, put in holidays for the month, and then plan a campaign working backwards from the holiday so that you can decide how much money you will need to spend on each campaign during the year. Consider planning your campaigns with the following holidays in mind:

**New Year's Day**  
**Martin Luther King's Birthday**  
**Lincoln's Birthday**  
**Valentine's Day**  
**President's Day**  
**Washington's Birthday**  
**St. Patrick's Day**  
**Passover**  
**Easter**  
**Secretary's Day**  
**Mother's Day**  
**Memorial Day**  
**Flag Day**  
**Father's Day**  
**Independence Day**  
**Labor Day**  
**Rosh Hashanah**  
**Yom Kippur**  
**Columbus Day (observed)**  
**Halloween**  
**Election Day**  
**Veterans Day**  
**Thanksgiving**  
**Hanukkah**  
**Christmas**  
**Kwanzaa**

## WORKSHEET 4-B: ANNUAL ADVERTISING PLANNER CALENDAR (EXAMPLE)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Newspaper A (\$250.00)		Order Promo Banner		Newspaper A (\$85)	Newspaper B (\$335)	
Newspaper A (\$250.00)	Print Handouts (\$50.00)		Promo Banner Delivers (\$175.00)	Newspaper A (\$85)	Newspaper B (\$335)	
Newspaper A (\$250.00)				Newspaper A (\$85)	Newspaper B (\$335)	
Newspaper A (\$250.00)		Monthly Web Site Fee (\$75)		Newspaper A (\$85)	Newspaper B (\$335)	

### Monthly Media Costs

Newspaper A	\$1,340.00
Newspaper B	\$1,340.00
Outdoor Banner	\$ 175.00
Handout Printing	\$ 50.00
Website	\$ 75.00
Other (Misc.)	\$ 50.00

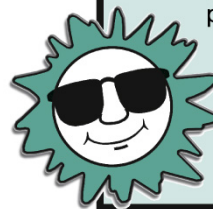
**Monthly Total: \$3,030.00**

#### MARKETING TIP

#### *Lazy Days Carwash*

#### An Advertising Push

This monthly calendar shows that Lazy Days Carwash is having a large promotion. They want to push with a lot of ads in the local newspapers. And they want a big banner so everyone knows that they are offering good deals on their carwashes.



## WORKSHEET 4-C: ANNUAL ADVERTISING PLANNER CALENDAR

Use the calendar below to fill in the month's dates and plan your advertising, printing, and anything else you need to include, for your monthly advertising expenses. Make copies of the pages so you can plan the entire year in advance.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

### Monthly Media Costs

Newspaper \_\_\_\_\_  
 Newspaper \_\_\_\_\_  
 Other \_\_\_\_\_  
 Other \_\_\_\_\_  
 Other \_\_\_\_\_  
 Other \_\_\_\_\_  
**Monthly Total:** \_\_\_\_\_

Notes: \_\_\_\_\_  
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