



MEDIA PLAN 2018

	PRINT	LOCAL MARKET OUTDOOR	DIGITAL	PAID SOCIAL	PAID SEARCH	PUBLIC RELATIONS
JAN						
FEB						
MARCH	ES, FE		ES, FE, EE			
APRIL	ES, FE	ES, FE	ES, FE, EE			
MAY	ES, FE	ES, FE	ES, FE			
JUNE	ES, FE		ES			
JULY	ES, FE		ES			
AUG			ES			
SEPT						
OCT						
NOV						
DEC				ALL BRANDS ALL YEAR	ALL BRANDS ALL YEAR	ALL BRANDS ALL YEAR