

2008 Marketing Calendar



JANUARY						
S	M	T	W	T	F	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		

FEBRUARY						
S	M	T	W	T	F	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	

MARCH						
S	M	T	W	T	F	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					

APRIL						
S	M	T	W	T	F	S
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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			

MAY						
S	M	T	W	T	F	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

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

JULY						
S	M	T	W	T	F	S
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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		

AUGUST						
S	M	T	W	T	F	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						

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

OCTOBER						
S	M	T	W	T	F	S
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5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
S	M	T	W	T	F	S
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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			

News from the Hills ~ Monthly Paid Tourism E-Newsletter

- Monthly to over 4000 subscribers
- Articles: \$75 for article, image & links
- Quick link: \$45 for one-line & link
- Web banners: \$250 / 90 days
- Content required a week in advance

The Current ~ Bi-Weekly Free Member to Member Communiqué

- Bi-weekly to 350 members & media
- 150 words & web link, no graphics
- Content required 2 days in advance

Visitor's Guide & Map

Distributed in Globe & Mail April 16

- 100,000 Visitor's Guides distributed
- 150,000 Maps distributed
- Display advertising opportunities
- Booking deadline for 2009: Nov. 15
- Artwork deadline for 2009: Dec. 15

Brochure Distribution

To over 40 locations

- Annual (replenished monthly): \$195
- One-time drop / Event: \$100

E V E N T S

WinterFeast – February 18 to March 14

SummerFeast – August 11 to September 5

Doors Open – August 16 & 17

Equine Stable Tour – September 13 & 14

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