

Media Plan

Proposed plan for marketing and advertising

	Details	Budget Allocation	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
Spring Promo															
Summer Promo															
Autumn Promo															
Winter Promo															
Newspaper															
Newspaper															
Magazine															
Magazine															
Radio															
Radio / TV															
Signage															
Direct Marketing															
Website Updates															
Directories															
Sponsorship															
Public Relations															
Gifts/Giveaways	Promo Products and Business gifts														
Networking															
Other															
Total \$\$\$\$\$															