

# The Campaign Method<sup>©</sup> Advertising Planning Calendar

Business \_\_\_\_\_

Date Prepared \_\_\_\_\_

OPPORTUNITY	MESSAGE	OPPORTUNITY	MESSAGE
JAN	1	JUL	27
	2		28
	3		29
	4		30
FEB	5	AUG	31
	6		32
	7		33
	8		34
MAR	9	SEP	35
	10		36
	11		37
	12		38
	13		39
APR	14	OCT	40
	15		41
	16		42
	17		43
MAY	18	NOV	44
	19		45
	20		46
	21		47
JUN	22	DEC	48
	23		49
	24		50
	25		51
	26		52