

SINGLE TICKET MARKETING - Activity breakdown															
			WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13
Marketing Activities:															
1) Postcard Mailing	<i>Timeframe approx 10 weeks</i>														
	Arrange mailhouse, designer, printer	X													
	Draft copy	X													
	Approval		X												
	Design			X	X										
	Gather mailing list				X										
	Approval/logo approval					X									
	Printing					X	X	X							
	Mailhouse (processing + Canada Post)								X	X	X				
2) Flyer	<i>Timeframe approx 7 weeks</i>														
	Arrange mailhouse, designer, printer	X													
	Find places to insert	X	X	X	X	X	X	X	X						
	Draft copy	X													
	Approval		X												
	Design		X	X											
	Approval/logo approval					X									
	Printing				X	X									
	Distribution														
3) Media Release	<i>Timeframe - 1-2 weeks</i>														
	Draft copy														
	Approval														
	Distribution														
4) Radio Ad	<i>Timeframe - 1 week</i>														
	Draft copy														
	Pick music														
	Approval														

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Possible Marketing Activities for each concert cont'd															
5) Print Ads	<i>Timeframe - 1 week</i>														
	Draft copy														
	Design														
	Approval/logo approval														
6) Outdoor signage															
(prepare signs for all concerts at one time at the beginning of the season)															
	design														
	Approval/logo approval														
	print														
7) Radio Contests and other promotions															
	cfmx radio - contact Marissa Colalillo to book space 6 weeks before concert														
8) Smaller/In-house Mailings <i>Timeframe: 1-2 weeks</i>															
	Order supplies:														
	(letterhead, envelopes, labels)														
	Acquire sufficient postage														
	Arrange for volunteer stuffers														
	Draft letter														
	Approval														
	Print letter														
	Pick/pull Mailing List														
	Check list for doubles/errors														
	Print address labels														
	Stuff envelopes and mail														