

<b>SINGLE TICKET MARKETING - Activity breakdown</b>															
			WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13
<b>Marketing Activities:</b>															
<b>1) Postcard Mailing</b>	<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			
<b>2) Flyer</b>	<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														
<b>3) Media Release</b>	<i>Timeframe - 1-2 weeks</i>														
	Draft copy														
	Approval														
	Distribution														
<b>4) Radio Ad</b>	<i>Timeframe - 1 week</i>														
	Draft copy														
	Pick music														
	Approval														

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<b>Possible Marketing Activities for each concert cont'd</b>															
<b>5) Print Ads</b> <i>Timeframe - 1 week</i>															
	Draft copy														
	Design														
	Approval/logo approval														
<b>6) Outdoor signage</b>															
(prepare signs for all concerts at one time at the beginning of the season)															
	design														
	Approval/logo approval														
	print														
<b>7) Radio Contests and other promotions</b>															
	cfmx radio - contact Marissa Colalillo to book space 6 weeks before concert														
<b>8) Smaller/In-house Mailings</b> <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														