

Broadcast 2018 - 2019
Critical Path
Television and Radio Activation

Broadcast 2018-2019		2018																								2019																																															
		May				June				July				August				September				October				November				December				January				February				March				April				May				June																			
Week of Season		30	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19	26	03	10	17	24	31	07	14	21	28	04	11	18	25	04	11	18	25	01	08	15	22	29	06	13	20	27	03	10	17	24											
		High Demand Spring				Summer - Low Demand																Fall - High Demand												Winter - Low Demand												Spring - High Demand																Summer-Low Demand											
Television																																																																									
Buying Activity		Fall 2018 Television Buying																								Winter/Spring 2019 Television Buying																												Summer 2019 Television Buying																			
Optimal Approval Dates																																																																									
Fall 2018 and beyond																																																																									
Winter/Spring 2019*																																																																									
Summer 2019																																																																									
* if not committed in May																																																																									
Radio																																																																									
Buying Activity																																																																									
High demand events																																																																									
Optimal Approval Dates																																																																									
Critical for high demand period campaigns and special event dates																																																																									