




# Insist on California Avocados

	WINTER					SPRING					SUMMER					FALL																																							
	December 2010					January 2011					February 2011					March 2011					April 2011					May 2011					June 2011					July 2011					August 2011					September 2011					October 2011				
	(Wednesday Ad Dates)					12/1	12/8	12/15	12/22	12/29	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	7/6	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26		
<b>CUSTOMER PROGRAMS</b>																																																							
<b>CONSUMER ADVERTISING</b>																																																							
<u>NATIONAL</u>																																																							
- Internet																																																							
- National Television: America's Test Kitchen																																																							
- Print																																																							
<u>REGIONAL</u>																																																							
Radio (Los Angeles, Sacramento, San Diego, San Francisco)																																																							
Radio (Denver, Phoenix, Portland, Salt Lake City, Seattle)																																																							
Traffic Radio (Los Angeles, San Francisco)																																																							
Outdoor																																																							
- Bulletins (Los Angeles, Sacramento, San Diego)																																																							
- Bulletins (Denver, Phoenix, Portland, Salt Lake City, Seattle)																																																							
- BART (San Francisco)																																																							
Print																																																							
In-Store																																																							
- Radio (Los Angeles, Sacramento, San Diego, San Francisco)																																																							
- Radio (Denver, Phoenix, Portland, Salt Lake City, Seattle)																																																							
- Radio (Austin, Dallas, Houston)																																																							
- Shelftalk Banners (Denver, Los Angeles, Sacramento, San Diego, San Francisco, Seattle, Portland, Phoenix, Salt Lake City)																																																							
- Shelftalk Banners (San Antonio)																																																							
- Grocery Carts (Austin, Dallas, Houston)																																																							
<b>CONSUMER PROMOTIONS</b>																																																							
- Avo Babies <sup>SM</sup> (May 8 - June 19) - National																																																							
- Copper River Salmon (June 20 - July 24) - In Select Regions																																																							
<b>MERCHANDISING/MARKETING PROGRAMS</b>																																																							
Retail Advertising Support Materials																																																							
Trade Communications																																																							
Avocado Business Reviews: Year-Round																																																							
<b>PUBLIC RELATIONS</b>																																																							
Artisan Chef Program																																																							
Cinco de Mayo																																																							
Grower Feature Stories																																																							
News Bureau																																																							
Nutrition Communications																																																							
<b>ONLINE MARKETING</b>																																																							
Cinco de Mayo																																																							
Mobile Site (m.CaliforniaAvocado.com)																																																							
Monthly Recipe E-Mails																																																							
Social Media (Facebook, Twitter, Flickr, YouTube)																																																							