



2011 PROMOTIONAL PLANNER

	WINTER				SPRING				SUMMER				FALL																																							
	Jan 2011				Feb 2011				Mar 2011				Apr 2011				May 2011				Jun 2011				Jul 2011				Aug 2011				Sep 2011				Oct 2011				Nov 2011				Dec 2011							
(Wednesday Ad Dates)	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	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28
MERCHANDISING																																																				
Market-Level AvoScore Cards																																																				
Retail POS Materials																																																				
NUTRITION-CONSUMER & INFLUENCER																																																				
Public Relations - Nutrition																																																				
National Nutrition Month Promotion																																																				
Online Marketing - Nutrition (avocadocentral.com)																																																				
Retail Nutrition POS Available																																																				
Nutrition Research Studies																																																				
American Dietetic Association-EXPO																																																				
BIG GAME																																																				
Public Relations "Big Game Day": Jan - Feb & Nov - Dec																																																				
Online Marketing "Big Game Day": (avocadocentral.com)																																																				
Retail Football POS Available																																																				
FALL SPORTS ENTERTAINING																																																				
Fall Sports Entertaining -Themed Retail Promotions: Aug - Oct																																																				
Sports Entertaining POS (Available Year-Round)																																																				
Public Relations: Jul - Sep																																																				
Online Marketing - Sports Entertaining (avocadocentral.com) (Available Year-Round, new content beginning Sep.)																																																				