




Insist on California Avocados

	WINTER					SPRING					SUMMER					FALL																																							
	December 2009					January 2010					February 2010					March 2010					April 2010					May 2010					June 2010					July 2010					August 2010					September 2010					October 2010				
	12/2	12/9	12/16	12/23	12/30	1/6	1/13	1/20	1/27		2/3	2/10	2/17	2/24	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28		5/5	5/12	5/19	5/26		6/2	6/9	6/16	6/23	6/30	7/7	7/14	7/21	7/28		8/4	8/11	8/18	8/25		9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	
(Wednesday Ad Dates)																																																							
CUSTOMER PROGRAMS																																																							
CONSUMER ADVERTISING																																																							
REGIONAL																																																							
Radio (Los Angeles, San Diego, Sacramento, San Francisco)																																																							
Radio (Phoenix, Portland, Seattle)																																																							
Radio (Dallas, Houston, San Antonio, Denver)																																																							
Outdoor																																																							
- Bulletins (Los Angeles, San Diego, Sacramento, San Francisco, Phoenix, Portland, Seattle)																																																							
- Bulletins (Dallas, Houston, San Antonio)																																																							
- Fitness Centers (Los Angeles, San Diego, Sacramento, San Francisco, Phoenix, Portland, Seattle)																																																							
- BART (San Francisco)																																																							
Print																																																							
In-Store																																																							
- Radio (Los Angeles, San Diego, Sacramento, San Francisco, Phoenix, Portland, Seattle)																																																							
- Radio (Dallas, Houston, Denver)																																																							
- Grocery Cart Ads (Los Angeles, San Diego, Sacramento, San Francisco, Phoenix, Portland, Seattle)																																																							
- Grocery Cart Ads (Dallas, Houston, San Antonio, Denver)																																																							
NATIONAL																																																							
- Internet																																																							
- Print																																																							
MERCHANDISING/MARKETING PROGRAMS																																																							
Co-Marketing																																																							
Retail Advertising Support Materials																																																							
- Point-of-Sale																																																							
Trade Advertising: Year-Round																																																							
Trade Communications																																																							
Avocado Business Reviews: Year-Round																																																							
PUBLIC RELATIONS																																																							
Artisan Chef Program																																																							
Cinco de Mayo																																																							
Grower/Celebrity Grower Program																																																							
News Bureau																																																							
Nutrition Communications																																																							
ONLINE MARKETING																																																							
Cinco de Mayo																																																							
Monthly Recipe E-Mails																																																							
Social Media																																																							
Summer Entertaining																																																							