2018 Bicentennial Market Flowchart 2/19/18

GodwinGroup

	Q1 2018												Q2 2018												
	New Year's Day		MLK /Pres. Day				Valentines Day						Easter			Tax Day			Mother's Day			Memorial Day		Father's Day	
Broadcast Month	January				February				March				April					May				June			
Monday Start	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18
Broadcast Week Number	1	2	3	4	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
MEDIA																									
TELEVISION & CABLE																									
ATLANTA																									
TV																									
Outdoor																									
BATON ROUGE																									
TV																									
Radio																									
BIRMINGHAM/TUSCALOOSA																									
TV																									
Radio																									
Outdoor																									
CHICAGO																									
Chicago Blues Fest Outdoor																						Blues Fest			
HOUSTON																									
TV																									
Outdoor																									
LAFAYETTE																									
Outdoor																									
LITTLE ROCK																									
TV																									
Radio																									
Outdoor																									
MEMPHIS																									
TV																									
Radio																									
Outdoor																									
MOBILE/PENSACOLA																									
TV																									
Radio																									
Mobile Outdoor																									
Pensacola Outdoor																									
MONROE																									
TV																									
Radio																									
Outdoor																									
MONTGOMERY																									
Outdoor																									
NEW ORLEANS																									
TV																									
Radio																									
Outdoor																									
INTERNATIONAL																									
British Airways Highlife Magazine																									