

Example for Pacific Science Center, Seattle

Initiatives	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
TV		Winter Break Wk Thurs, Fri, Sat's Early TV News			Spring Break Wk Thurs, Fri, Sat's Early TV News	Thurs, Fri, Sat's Early TV News	Thurs, Fri, Sat's Early TV News	Thurs, Fri, Sat's Early TV News				Holiday Break Wks Thurs, Fri, Sat's Early TV News
Radio		Winter Break Wk Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18			Spring Break Wk Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18	Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18	Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18	Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18				Holiday Break Wks Fri AM Drive - Top 5 Stations W-25-54 w/kids at home under 18
Google AdWords												
Internet Ads												
Newspaper	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section	IMAX display ads in movie section
Social Media (Which Platforms)	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Facebook, YouTube videos of exhibits, Instagram. Promote IMAX films on website, Facebook, and have trailers on YouTube	Facebook, YouTube videos of exhibits, Instagram. Promote IMAX films on website, Facebook, and have trailers on YouTube	Facebook, YouTube videos of exhibits, Instagram. Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube	Promote IMAX films on website, Facebook, and have trailers on YouTube

