

# California Table Grape Commission 2010 Domestic Marketing Promotion Calendar

	March							April							May							June							July							August							September							October							November							December						
	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20																											
<b>Magazine</b>																																■							■							■							■							■										
<b>Television</b>																																■																																						
<b>Baseball Retail Promotion</b>																																■																																						
<b>Online (National)</b>																																■																																						
<b>Online (Tagged)</b>																																■																																						
<b>Traffic Radio U.S./Canada</b>																																■																																						
<b>Trade Ads</b>																																■							■							■							■							■										
<b>Produce Expositions and Events</b>	■							■							■							■							■							■							■							■																				
<b>Retail News Brief</b>																																■																																						

**Holidays**  
 Memorial Day  
 Independence Day  
 Labor Day  
 Thanksgiving  
 Christmas

Monday, May 31  
 Sunday, July 4  
 Monday, September 6  
 Thursday, November 25  
 Saturday, December 25

### **Magazine**

Ad placement in Food Network Magazine Issues for June, July/August, October and December.

### **Television**

Vignettes on Food Network May through December.

### **Baseball Retail Promotion**

Display contests in San Francisco, Los Angeles, Baltimore, St. Louis and Toronto markets. Baseball game dates are June 11 in Los Angeles, July 31 in San Francisco, August 5 in Baltimore, August 14 in San Francisco, August 17 in St. Louis, and September 24 in Toronto.

### **Online (National)**

Online promotion on Food Network website—Why We Love Grapes promotion.

### **Online (Tagged)**

Retail tagged banner ads on Food Network websites.

### **Traffic Radio U.S./Canada**

Traffic radio tags available season-long.

### **Trade Ads**

Trade ads will be placed in *The Packer* issues in May, August and October.

### **Produce Expositions and Events**

Southeast Produce Council Exposition March 5-7; Fresh Produce and Floral Council Exposition April 7; New England Produce Council Exposition April 14; Canadian Produce Marketing Exposition May 12-14; Fresh Produce and Floral Council Exposition July 20; Produce Marketing Association Fresh Summit October 15-18; and Supermarket Registered Dietician Symposium November 5.

### **Retail News Brief**

Electronic news briefs will be sent to retailers every three weeks.