

JANUARY 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

New Year's Day is Saturday

Valentine's Day is six weeks away

Independence Day is six months away

Mother's Day is four months away

Valentine's Day is one month away

Ground Hog Day is two weeks away
Father's Day is five months away

Spring is two months away
Earth Day is three months away

Valentine's Day is three weeks away
Easter is two months away

IMEDIAFAX

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15 Martin Luther King Day	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY 2005

PUBLICITY PLAN IDEAS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Heads Up - Lead Time <hr/> Valentine's Day is two weeks away Ground Hog Day is Wednesday <hr/> Independence Day is five months away <hr/> Mother's Day is three months away <hr/> Valentine's Day is one week away President's Day is two weeks away <hr/> Easter is six weeks away <hr/> Valentine's Day is Monday President's Day is one week away <hr/> St Patrick's Day is one month away Father's Day is four months away <hr/> Spring is one month away <hr/> Earth Day is two months away <hr/> Easter is one month away <hr/> IMEDIAFAX Call Paul Krupin WWW.IMEDIAFAX.COM 1-800-457-8746 1-509-545-2707 Send news release to info@imediafax.com Personal Advice & Custom Targeted Media Outreach via Fax & Email		1	2 Ground Hog Day	3	4	5	6
	7	8	9	10	11	12 Abraham Lincoln's Birthday	13
	14 Valentine's Day	15	16	17	18	19	20
	21 President's Day	22 George Washington's Birthday	23	24	25	26	27
	28						

MARCH 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

St.. Patrick's Day is two weeks away
April Fool's Day is one month away

Independence Day is four months away
Easter is three weeks away

St.. Patrick's Day is one week away
Labor Day is six months away

Mother's Day is two months away

Easter is two weeks away

St.. Patrick's Day is Thursday
Spring starts Sunday

April Fool's Day is two weeks away
Father's Day is three months away

Easter is one week away
Earth Day is one month away

Passover is one month away
April Fool's Day is one week away

Easter is Sunday

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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 St.. Patrick's Day	18	19	20 Palm Sunday Vernal Equinox
21	22	23	24	25 Good Friday	26	27 Easter
28 Easter Monday (AU, NZ, CA, UK)	29	30	31			

APRIL 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

April Fool's Day is Friday
Move clocks ahead Sunday

Earth Day is three weeks away
Passover is three weeks away

Independence Day is three months away
Labor Day is five months away

Earth Day is two weeks away
Passover is two weeks away

Mother's Day is one month away
Rosh Hashanah is six months away

Memorial Day is six weeks away

Earth Day is one week away
Passover is one week away

Father's Day is two months away
Summer is two months away

Earth Day is Friday
Passover begins Saturday

Mother's Day is two weeks away
Armed Forces Day is one month away

Memorial Day is one month away

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				1 April Fool's Day	2	3 Daylight Savings Time begins
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 Earth Day	23 Passover begins at sundown	24
25	26	27	28	29	30	

**MAY
2005**

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Mother's Day is one week away
Halloween is six months away

Labor Day is four months away
Rosh Hashanah is five months away

Mother's Day is Sunday
Memorial Day is four weeks away

Armed Forces Day is two weeks away
Father's Day is six weeks away

Independence Day is two months away

Memorial Day is three weeks away
Flag Day is one month away

Father's Day is one month away
Thanksgiving is six months away

Armed Forces Day is Saturday
Memorial Day is two weeks away

Summer is one month away
Independence Day is six weeks away

Memorial Day is one week away
Father's Day is three weeks away

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						1 May Day
2	3	4	5	6	7	8 Mother's Day
9	10	11	12	13	14	15
16	17	18	19	20	21 Armed Forces Day	22
23	24	25	26	27	28	29
30 Memorial Day	31					

JUNE 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Flag Day is two weeks away
Halloween is five months away

Labor Day is three months away
Rosh Hashanah is four months away

Father's Day is two weeks away
Independence Day is one month away

Summer is two weeks away
Grandparents day is three months away

Patriot Day is three months away
Father's Day is one week away

Independence Day is three weeks away
Flag Day is Tuesday

Father's Day is Sunday

Summer begins Tuesday
Independence Day is two weeks away

Thanksgiving is five months away
Christmas is six months away

Independence Day is one week away

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		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Flag Day	15	16	17	18	19 Father's Day
20	21 Summer Solstice	22	23	24	25	26
27	28	29	30			

JULY 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Halloween is four months away

Rosh Hashanah is three months away
Yom Kippur is three months away

Independence Day is Monday
Labor Day is two months away

Columbus Day is three months away

Grandparents day is two months away
Patriot Day is two months away

Labor Day is six weeks away

Fall is two months away

Thanksgiving is four months away
Christmas is five months away

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				1	2	3
4 Independence Day	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Halloween is three months away

Labor Day is one month away
Election Day is three months away

Rosh Hashanah is two months away
Yom Kippur is two months away

Grandparents day is one month away
Patriot Day is one month away

Columbus Day is two months away

Grandparents day is three weeks away
Patriot Day is three weeks away

Labor Day is three weeks away

Thanksgiving is three months away
Christmas is four months away

Labor Day is two weeks away
Fall is one month away

Grandparents day is two weeks away
Patriot Day is two weeks away

Labor Day is one week away

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Halloween is two months away

Grandparents day is one week away
Patriot Day is one week away

Rosh Hashanah is one month away
Yom Kippur is one month away

Labor Day is Monday
Election Day is two months away

Columbus Day is one month away
Veteran's Day is two months away

Halloween is six weeks away

Columbus Day is three weeks away

Fall begins Thursday

Thanksgiving is two months away
Christmas is three months away

Columbus Day is two weeks away
Halloween is one month away

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			1	2	3	4
5 Labor Day	6	7	8	9	10	11 Patriot Day - Grandparents Day
12	13	14	15	16	17	18
19	20	21	22 Autumnal Equinox	23	24	25
26	27	28	29	30		

OCTOBER 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Halloween is four weeks away

All Saints Day is one month away

Rosh Hashanah begins Monday
Yom Kippur is one week away

Columbus Day is one week away
Election Day is one month away

Veteran's Day is one month away

Columbus Day is Monday
Yom Kippur begins Wednesday

Halloween is two weeks away

Election Day is two weeks away
Thanksgiving is one month away

Halloween is one week away
Christmas is two months away

Move clocks 1 hour behind Sunday
Halloween is Monday

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3 Rosh Hashanah begins at sundown	4	5	6	7	8	9
10 Columbus Day	11	12 Yom Kippur begins at sundown	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30 Daylight Saving Time ends
31 Halloween						

NOVEMBER 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

Election Day is one week away
Veteran's day is one week away

Thanksgiving is three weeks away

Election Day is Tuesday

Veteran's Day is Friday

Thanksgiving is two weeks away

New Year's Eve is six weeks away

Thanksgiving is one week away

Winter is one month away
Christmas is one month away

Hanukkah is one month away
Thanksgiving is Thursday

Advent begins Thursday

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	1 All Saints Day	2	3	4	5	6
7	8 Election Day	9	10	11 Veteran's Day	12	13
14	15	16	17	18	19	20
21	22	23	24 Thanksgiving	25	26	27 Advent begins
28	29	30				

DECEMBER 2005

PUBLICITY PLAN IDEAS

Heads Up - Lead Time

New Year's Eve is four weeks away

Christmas is three weeks away

Christmas is two weeks away

Christmas is one week away

New year's Eve is two weeks away
Valentine's Day is two months away

Winter begins Wednesday

Christmas is Sunday
Hanukkah begins on Sunday

New Year's Eve is Saturday night
Valentine's Day is six weeks away

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			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21 Winter Solstice begins	22	23	24	25 Christmas Day Hanukkah begins at sundown
26	27	28	29	30	31	