



**Budget and
Media Scheduling**

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WBBL Campaign 2017- Media Schedule

2017																		
	OCT				NOV					DEC				JAN				
Broadcast Calendar (Monday)	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31
Television																		
Channel 10																		
Melbourne																		
Sydney																		
Brisbane																		
Adelaide																		
Hobart																		
Perth																		
Radio																		
Melbourne: 101.9 FOX FM																		
Sydney: Kiis 101.1FM																		
Brisbane: NOVA106.9																		
Adelaide: NOVA 91.9																		
Hobart: SEA FM																		
Perth: NOVA93.7																		
Print																		
Women's Magazines																		
Better Homes and Gardens																		
Woman's Day																		
Young Girls Magazines																		
Total Girl																		
Out of Home Media																		
Billboards																		

Melbourne				
Sydney				
Brisbane				
Adelaide				
Hobart				
Perth				
Bus Stops				
Melbourne				
Sydney				
Brisbane				
Adelaide				
Hobart				
Perth				
Events				
October Long Weekend				
Melbourne				
Sydney				
Brisbane				
Adelaide				
Hobart				
Perth				
School Presentations				
Melbourne				
Sydney				
Brisbane				
Adelaide				
Hobart				
Perth				
Digital & Online				

App				
Game				
App				
Facebook				
Facebook Ads				
Facebook Page Mgmt				
Instagram				
Instagram Ads				
Instagram Content Creation				
Google				
Google AdWords				
Website				
Site Design				
Site Management				
Snapchat				
Creative Content				
Snapchat Geo-filter				
EDMs				
Email Campaigns				

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