

T: +61 2 6262 2439
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E: info@nimic.com.au
www.nimic.com.au



12 Month Advertising Calendar

Nimic's 12 Month Advertising Calendar is designed to make planning, budgeting and time investment in your advertising campaigns easy and effective, producing the best results for your business. By planning your advertising campaigns with Nimic ahead of time, your business saves money, time and stress. From concept to delivery, we pride ourselves on working with businesses all over Australia to provide the best services and results for whatever your needs may be. We can even take care of booking airtime for television, radio and print for magazines or any other print format you may require. If you have any questions, please feel free to contact us and we will guide your business to getting the results it deserves.

How does this calendar work?

A successful advertising campaign needs three stages:

Pre-Production – The advertising objective, concept and media avenue is discussed and planned to best represent the product or service to its relevant target audience.

Production – The elements planned in pre-production are designed and created by our expert team to fulfill your advertisement's requirements.

Broadcast/Print – The completed design is distributed for print or broadcast to your target audience.

A lot of businesses' advertising is date/event dependent. Meaning, a business will advertise for a certain occasion (Valentines Day, Easter, Christmas etc.). This calendar has these dates marked out for you, along with the relevant pre-production, post-production, and print/broadcast times (the coloured bars at the bottom of the days on the calendar) needed to successfully map out your 12 month schedule and make the most of your campaigns. Although some larger projects may need a little more time, and some smaller projects will need less, this calendar will be your guide to what should be happening, and when, for best results.

If you would like to make a time for a consultation to get yourself started and answer any questions, or want us at Nimic to cater an advertising plan for your budget, please feel free to contact one of our professional advertising staff.

We hope this business tool helps you to successfully map out your business year's advertising and get the best possible results for the future.

Strategic Planning for Print/Broadcast/Online • Advertising and Marketing Solutions • Brand Development • Creative Concept Development
• Television and Radio Production • Website Creation and Hosting • Print • Market Research



12 Month Advertising Calendar

July 2011

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
					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	Father's Day Pre-Production						
Father's Day Pre-Production							



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August 2011

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



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September 2011

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This month's events:
 Sep 4th - Father's Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
				1	2	3	
				Father's Day Advertising			
4 Father's Day	5	6	7	8	9	10	
Father's Day Advertising							
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
			Melbourne Cup Pre-Production				
25	26	27	28	29	30		
Melbourne Cup Pre-Production			Melbourne Cup Production				



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October 2011

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
						1	
						Melbourne Cup Production	
2	3	4	5	6	7	8	
Melbourne Cup Production							
9	10	11	12	13	14	15	
Melbourne Cup Production			Melbourne Cup Advertising				
16	17	18	19	20	21	22	
Melbourne Cup Advertising							
23	24	25	26	27	28	29	
Melbourne Cup Advertising							
30	31						
Melbourne Cup Advertising							




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November 2011

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This month's events:
 Nov 1st - Melbourne Cup

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
		 1 Melbourne Cup <small>Melbourne Cup Advertising</small>	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
Boxing Day Pre-Production							
Christmas Day Pre-Production							
20	21	22	23	24	25	26	
New Year's Pre-Production							
Boxing Day Pre-Production		Boxing Day Production					
Christmas Day Production							
27	28	29	30				
New Year's Production							
Boxing Day Production							
Christmas Day Production							

December 2011

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This month's events:
 Dec 25th - Christmas Day
 Dec 26th - Boxing Day
 Dec 31st - New Year's Eve

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
				1	2	3	
				New Year's Production			
				Boxing Day Production			
				Christmas Day Production			
4	5	6	7	8	9	10	
Boxing Day Production			New Year's Production				
Boxing Day Advertising			Christmas Day Advertising				
11	12	13	14	15	16	17	
			New year's Advertising				
			Boxing Day Advertising				
			Christmas Day Advertising				
18	19	20	21	22	23	24	
Australia Day Pre-Production			Australia Day Production				
			New Year's Advertising				
			Boxing Day Advertising				
			Christmas Day Advertising				
 25 Christmas Day	 26 Boxing Day	27	28	29	30	 31 New Year's Eve	
Boxing Day Advertising			Australia Day Production				
			New Year's Advertising				



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January 2012

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This month's events:
 Jan 26th - Australia Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
1	2	3	4	5	6	7	
Australia Day Production			Valentine's Day Pre-Production			Australia Day Advertising	
8	9	10	11	12	13	14	
Valentine's Day Pre-Production			Valentine's Day Production			Australia Day Advertising	
15	16	17	18	19	20	21	
Valentine's Day Production			Valentine's Day Production			Australia Day Advertising	
22	23	24	25	26	27	28	
Valentine's Day Production			Valentine's Day Advertising			Australia Day Advertising	
29	30	31					
Valentine's Day Advertising							




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February 2012

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This month's events:
 Feb 14th - Valentine's Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
			1	2	3	4	
			Valentine's Day Advertising				
5	6	7	8	9	10	11	
			St. Patrick's Pre-Production				
			Valentine's Day Advertising				
12	13	 Valentine's Day	15	16	17	18	
			St. Patrick's Production				
			Valentine's Day Advertising				
19	20	21	22	23	24	25	
			St. Patrick's Production				
26	27	28	29				
		Easter Pre-Production					
			St. Patrick's Advertising				

March 2012

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This month's events:
 Mar 17th - St. Patrick's Day

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
				1	2	3	
				Easter Pre-Production			
				St. Patrick's Advertising			
4	5	6	7	8	9	10	
Easter Pre-Production		Easter Production					
St. Patrick's Advertising							
11	12	13	14	15	16	 17 St. Patrick's Day	
Easter Production							
St. Patrick's Advertising							
18	19	20	21	22	23	24	
Easter Production		Easter Advertising					
25	26	27	28	29	30	31	
Easter Advertising							

April 2012

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This month's events:
 Apr 6th-9th - Easter

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Notes
1	2	3	4	5	 6 Good Friday	 7 Easter Saturday	
Mother's Day Pre-Production							
Easter Advertising							
 8 Easter Sunday	 9 Easter Monday	10	11	12	13	14	
Mother's Day Pre-Production		Mother's Day Production					
Easter Advertising							
15	16	17	18	19	20	21	
Mother's Day Production							
22	23	24	25	26	27	28	
Mother's Day Production		Mother's Day Advertising					
29	30						
Mother's Day Advertising							

May 2012

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This month's events:
 Mar 13th - Mother's Day

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



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June 2012

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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 End of Financial Year	