



FY22-23 MEDIA PLAN

	SLOW		PEAK					SHOULDER				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
AGENCY SERVICES												
Account Management												
Digital Management												
Editorial Production												
Creative Production												
Photo Shoot												
Digital Storytelling (Story + PL)												
DIGITAL MEDIA												
Google SEM - General Leisure (CPC)												
Google Ads Prospecting + Responsive												
Google Ads Site Remarketing + Responsive												
Meta Ads Prospecting (CPC)												
Meta Ads Remarketing (CPC)												
Google Discovery (CPC)												
Near Standard Banners (CPM) - VF 2nd Date CO-OP												
Adomni Digital Out of Home (CPM)												

