

<b>MONTH</b>	<b>THEME</b>	<b>ADVERTISING</b>
January/ February	Snowplow Safety	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
Holiday Ads	Canada Day, May 2/4, Civic Holiday, Labour Day, Happy Holidays	Social Media \$150 Print Advertising \$750 (5 business card ads)
March/April	Active School Travel	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
First Responders Day		Social Media - \$50 Print Advertising \$515
May/June	Construction Zones	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
July/August	Summer Events (Local Fairs)	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
September	Back to School Safety – Share the Road/Remember Adam/CSZs	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
October	Farm Equipment safety/share the road	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)
November/December	Distracted Driving/Impaired Driving	\$100 – Social Media (Shared) \$515 – Advertising in NG Times & Pheonix (1/4 Page)