

Desert Sun
Print Advertising Campaign

Week	Ad 1	Ad 2	Ad 3
Week 1 (January 31 - February 6)	Balloon Festival	C.O.D. Street Fair	Balloon Fesitval
Week 2 (February 7 - February 13)	Balloon Festival	Balloon Festival	Balloon Fesitval
Week 3 (February 14 - February 20)	State of the City	TBT with Jersey Shore	APS 5th Annual Home / Art Tour
Week 4 (February 21 - February 27)	APS 5th Annual Home / Art Tour	LGBT Days	APS 5th Annual Home / Art Tour
Week 5 (February 28 - March 5)	LGBT Days	C.O.D. Street Fair	Movies in the Park
Week 6 (March 6 - March 12)	Filler Ad about City	LGBT Days	Filler Ad about City
Week 7 (March 13 - March 19)	LGBT Days	TBT with Jersey Shore	Filler Ad about City
Week 8 (March 20 - March 26)	LGBT Days	LGBT Days	LGBT Days
Week 9 (March 27 - April 2)	Cuisine & Art Tuesdays	Cuisine & Art Tuesdays	Cent\$ational Mile of Savings
Week 10 (April 3 - April 9)	Cuisine & Art Tuesdays	C.O.D. Street Fair	Cent\$ational Mile of Savings
Week 11 (April 10 - April 16)	Cent\$ational Mile of Savings	Cuisine & Art Tuesdays	Glo Run
Week 12 (April 17 - April 23)	Filler Ad about City	Glo Run	Glo Run