



Air Purchases Inc

2009 Marketing Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Newsletter	✓			✓			✓			✓		
Referral Program		✓						✓				
Clean & Check												
Energy Savings Analysis												
Company Calendar										✓		
Holiday Greeting												✓
Order Holiday Promo Items												
April Aire Humidifier Promo									✓			
April Aire Air Cleaner Promo		✓										
Website												
Yard Signs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Truck Identification	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Radio												
Television / Cable												
Newspapers										✓	✓	
Billboards									✓	✓	✓	
Service Decals	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Building Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post Cards			✓			✓			✓			✓
Door Hangers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Yellow Pages (Block or Trademark Only)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Home Show	✓											
Local Sponsorships												
Placemats (Restaurants)												
Uniforms	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dealer Locator	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Neighborhood Marketing Initiative	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Releases		✓							✓			