



# 2007 Marketing Timelines



## eNewsletter: Due by the 1<sup>st</sup> Friday of every month

- A marketing request is required prior to adding program to list (Special circumstances require prior approval by Rebecca)

Submissions Due	Date Sent	File	Promotes*
December 1	January 18	What's Happening_January	January programs
January 5	February 15	What's Happening_February	February programs
February 2	March	What's Happening_March	March programs
March 2	April 19	What's Happening_April	April programs
April 6	May 17	What's Happening_May	May programs
May 4	June 14	What's Happening_June	June programs
June 1	July 19	What's Happening_July	July programs
July 6	August 16	What's Happening_August	August programs
August 3	September 20	What's Happening_September	September programs
September 7	October 18	What's Happening_October	October programs
October 5	November 15	What's Happening_November	November programs
November 2	December 20	What's Happening_December	December programs
December 7	January , 2008	2008>What's Happening_January	January 2008 programs

*\*Early pushes for the next month programs, ongoing programs or programs that have registration occurring earlier are also welcomed and encouraged!*

## Quarterly: Due by the 1<sup>st</sup> Friday of every 3<sup>rd</sup> month

- A marketing request is required prior to adding program to list (Special circumstances require prior approval by Rebecca)

Submissions Due	Available	File	Promotes*
November 3, 2006	January 2	January-March_2007	January-March programs
February 2	April 2	April-June_2007	April-May programs
May 4	July 2	July-September_2007	July-September programs
August 3	October 1	October-December_2007	October-December programs
November 2	January 2, 2008	January-March_2008	January-March 2008 programs

*\*Early pushes for the next quarter programs, ongoing programs or programs that have registration occurring earlier are also welcomed and encouraged!*

## Marketing Requests (print materials):

- Send email to Rebecca, [rebeccacooper@ti.com](mailto:rebeccacooper@ti.com) with marketing request attached (Special requests require prior approval by Rebecca)

Low	Medium	High
1 to 2 months in advance of registration	2-3 weeks	1 week or less