







CAI Spring Showcase	May 12													
Boulder Home & Garden Fair	June 4													
EAB Boulder Bus Tour	June 14													
Loveland Garden Tour	June 17													
CAI-RMC Golf Tournament	June 23													
Pollinator Week – Denver Zoo	June 24													
Hammersmith Golf Classic	July 10													
Hammersmith Managers Meeting	August 21													
SDA Conference in Keystone	September 23 – 25													
Boo After Dark (nighttime event)	October 28													
Parker Mayor's Lighting Ceremony	November 25													
RMRTA Conference & Expo	December 6 – 8													
Parker Christmas Carriage Parade	December 10													
<b>PPC (Pay Per Click)</b>	<b>Delivery Platforms</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	
Lawn Care Program	ads, retargeting (Google, Bing, Dex, YP)													
Aeration	ads, retargeting (Google, Bing, Dex, YP)													
EAB	ads, retargeting (Google, Bing, Dex, YP)													
Recharge	ads, retargeting (Google, Bing, Dex, YP)													
Tree Care	ads, retargeting (Google, Bing, Dex, YP)													
Insect Control	ads, retargeting (Google, Bing, Dex, YP)													
Christmas Décor	ads, retargeting (Google, Bing, Dex, YP)													
<b>Website</b>	<b>Notes</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	
Home Page Feature – myswwingle.com	Content to support current campaign													
E-newsletter	Content to support current campaign													
Blog	See Editorial Calendar (2 per month)													
<b>Social</b>	<b>Notes</b>	<b>Jan</b>	<b>Feb</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	

