Month	Beg Date	thru E	nd Date	Activity	Location(s)	Show	Event	Holiday	Print	Direct Mail	Broadcast	Digital	Social Media	Emarketing	Co-op
July	1	thru	31	DogTrekker.com	West Coast							Х	Х		
July	5	thru	5	VMC Consumer Email	Email Database									х	
August	1	thru	1	Haunted Tourism											
August	1	thru	31	DogTrekker.com	West Coast							Х	Х		
August	1	thru	31	TripAdvisor.com	United States							Х	Х		
August	2	thru	2	VMC Consumer Email	Email Database									Х	
August	3	thru	3	Blog: Monastic Side of Mendocino County	Website							Х			
August	17	thru	31	Visit California Australia Mission (NCTC)	Australia	х									
August	25	thru	25	Blog: Small Town Summer Elk/Bunyan/Apple show	Website							х			
September	1	thru	1	Pinot & Porchnis											
September	1	thru	1	Blog - wine/Winesong interview Alex MacGregor	Website							Х			
September	1	thru	1	VMC Consumer Email - wine/winesong; county fair	Email Database									Х	
September	1	thru	30	DogTrekker.com	West Coast							Х	х		
September	1	thru	30	TripAdvisor.com	United States							Х	Х		
September	1	thru	30	Travelinformation.com	United States							Х			
September	5	thru	5	Blog: 10 Favorite Mendocino County Experiences	Website							Х			
September	5	thru	16	Supporting (Horizon) Digital/Social Media/Retargeting	San Francisco, Sacramento, Los Angeles & San Diego							х	Х		
September	8	thru	8	Horizon Travel Magazine	San Francisco, Sacramento, Los Angeles & San Diego				х						
September	12	thru	23	Pet Friendly Digital/Social Media/Retargeting	San Jose							Х	х		
September	17	thru	17	Blog: Pet Friendly	Website							х			
September	17	thru	17	Bark in the Park	San Jose	х									
October	1	thru	1	Winter Hot Sheet											
October	1	thru	31	Hwy 101 Geo-Fencing Program	Along the 101 Corridor							Х			
October	1	thru	31	DogTrekker.com	West Coast							Х	х		
October	1	thru	31	TripAdvisor.com	United States							Х	х		
October	1	thru	31	Travelinformation.com	United States							Х			
October	1	thru	31	Madden Media iBrochure & VacationFun.com Contest	United States							Х		Х	Х
October	3	thru	14	Every Door Direct Mail - Events	San Francisco, Oakland, Sacramento & Santa Rosa					Х					
October	3	thru	31	Event Focused Digital/Social Media/Retargeting	San Francisco, Oakland, Sacramento & Santa Rosa							х	х		
October	4	thru	4	VMC Consumer Email: Abalone (Fest) and Bounty of the	Email Database									х	
October	5	thru	5	Blog: Abalone (Fest) and Bounty of the Sea; uni	Website							х			
October	10	thru	21	Supporting Digital/Social Media/Retargeting	Portland, OR							Х	х		
October	15	thru	16	Here & There Show	Portland, OR	Х									
October	19	thru	19	Blog: Mushrooms of Mendocino County	Website							Х			
October	25	thru	25	Mother Jones Stand Alone Email focus on Mushroom Fe										х	X
October	25	thru	28	Visit California Canada Sales Mission (NCTC)	Montreal	х									
November	1	thru	1	VMC Consumer Email	Email Database									Х	
November	1	thru	11	Mushroom Focused Digital/Social Media/Retargeting	San Francisco, Oakland, Sacramento & Santa Rosa							Х	х	_	

November	1	thru —	30	Hwy 101 Geo-Fencing Program Alo	ng the 101 Corridor			Х			
November	1	thru	30		est Coast			X	Х		_
November	1	thru	30		ited States			Х			—
November	1	thru	30	•	ited States			Х	^		_
November	1	thru	30		r Francisco & Los Angeles, CA			Х			—
November	4	thru	14	, , ,	unty-wide	Х		^			—
November	8	thru	8	•	bsite	^		Х			—
November	17	thru	17		orldwide			Α		Х	_
November	22	thru	22	,	bsite			Х			_
December	1	thru	31		ng the 101 Corridor			Х			_
December	1	thru	31	,	r Francisco & Oakland, CA			Х			
December	1	thru	31	, , ,	est Coast			Х	х		
December	1	thru	31		ited States			Х			_
December	1	thru	31	•	ited States			Х			
December	1	thru	16	Supporting (Alaska Airlines) Digital/Social Media/Retarge Sea				х	х		_
December	2	thru	2		ited States		х				_
December	6	thru	6		bsite			х			_
December	8	thru	8	VMC Consumer Email; Holiday Lodging Specials; Made ir Ema	ail Database					Х	_
December	8	thru	10	Social Media Support of Consumer Email					х		
December	15	thru	15	, ,	ail Database					х	
December	15	thru	17	Social Media Support of Consumer Email					х		
December	22	thru	22		bsite			х			_
December	22	thru	22		ail Database					Х	
December	22	thru	25	Social Media Support of Consumer Email					х		
December	29	thru	29		ail Database					х	
December	29	thru	31	Social Media Support of Consumer Email					х		
January	1	thru	1	Right Brain Retreats							
January	1	thru	29	Queerty Digital Program San	n Francisco & Los Angeles, CA			Х			
January	1	thru	31	Hwy 101 Geo-Fencing Program Alo	ng the 101 Corridor			Х			
January	1	thru	31	DogTrekker.com We	est Coast			Х	х		
January	1	thru	31	TripAdvisor.com Uni	ited States			х	х		
January	1	thru	31	Travelinformation.com Uni	ited States			х			
January	1	thru	31	The Enthusiast Network Uni	ited States			х			
January	1	thru	31	Supporting (Outdoor Adventures) Digital/Social Media/R Sac	ramento, CA			Х	х		
January	2	thru	2	Today's Bride San	r Francisco & Oakland, CA		х	Х		Х	х
January	2	thru	2	Visit California Travel Guide Glo	bally		Х				
January	2	thru	31	Supporting (Today's Bride) Digital/Social Media/Retarget San	r Francisco & Oakland, CA			Х	х		
January	4	thru	4	Blog: New Year renewal in Mendocino County; Crab Fest We	bsite			Х			
January	5	thru	5	VMC Consumer Email Email	ail Database					х	
January	5	thru	7	Social Media Support of Consumer Email					Х		
January	8	thru	8	, , , , , , , , , , , , , , , , , , , ,	/ Area		Х	Х			Х
January	9	thru	29	Supporting (Crab Festival) Digital/Social Media/Retargeti San	Francisco, Oakland, Sacramento & Santa Rosa			Х	Х		
January	10	thru	10	Mother Jones Stand Alone Email focus on Crab Festival Cali	ifornia & Oregon					Х	X

January	12	thru –	12	VMC Consumer Email	Email Database						Х	_
January	12	thru	14	Social Media Support of Consumer Email	2					х		
January	17	thru	17	Small Market Meetings Stand Alone Email & Editorial	United States				Х	_	Х	Х
January	18	thru	18	Blog: TBA (tie w/FB and newsletter)	Website				Х			
January	18	thru	23	Sportsman's Expo	Sacramento, CA	х						_
January	19	thru	19	VMC Consumer Email	Email Database						х	_
January	19	thru	21	Social Media Support of Consumer Email						х		_
January	20	thru	29	Crab, Wine & Beer Festival	County-wide		х					_
January	26	thru	26	VMC Consumer Email	Email Database						Х	_
January	26	thru	28	Social Media Support of Consumer Email						х		_
February	1	thru	1	Renegade Travel/Tribal Travel								_
February	1	thru	15	Supporting (Outdoor Adventures) Digital/Social Media/	R San Francisco & Sacramento, CA				х	х		_
February	1	thru	28	Hwy 101 Geo-Fencing Program	Along the 101 Corridor				х			_
February	1	thru	28	Queerty Digital Program	San Francisco & Oakland, CA				Х			_
February	1	thru	28	DogTrekker.com	West Coast				Х	х		
February	1	thru	28	TripAdvisor.com	United States				Х	х		_
February	1	thru	28	The Enthusiast Network	United States				Х			_
February	1	thru	7-Apr	Supporting (Pres Day Wknd/Spring Break) Digital/Social	I Chico, San Francisco, Oakland, Sacramento & West Sa	cram	ento		Х	х		_
February	2	thru	2	VMC Consumer Email	Email Database						Х	_
February	2	thru	5	Social Media Support of Consumer Email						х		_
February	7	thru	7	Blog: TBA (tie w/FB and newsletter)	Website				Х			_
February	7	thru	7	Mother Jones Stand Alone Email focus on Fall in Love w	i California & Oregon						Х	х
February	8	thru	9	RTO (NCTC)	Los Angeles, CA	Х						
February	9	thru	9	VMC Consumer Email	Email Database						Х	
February	9	thru	13	Social Media Support of Consumer Email						х		
February	11	thru	12	Bay Area Travel & Adventure Show	Santa Clarita, CA	Х						
February	13	thru	24	Supporting (Outdoor Adventures) Digital/Social Media/	R Los Angeles, CA				Х	х		
February	14	thru	14	Valentine's Day				Х				
February	16	thru	16	VMC Consumer Email	Email Database						Х	
February	16	thru	18	Social Media Support of Consumer Email						х		
Februay	18	thru	19	LA Travel & Adventure Show	Los Angeles, CA	Х						
February	18	thru	20	President's Day Weekend				х				
February	19	thru	24	Supporting (General Destination) Digital/Social Media/F	Re Reno, NV				Х	х		
February	20	thru	23	Go West (NCTC)	Reno, NV	Х						
February	21	thru	21	Blog: TBA (tie w/FB and newsletter)	Website				Х			
February	23	thru	23	VMC Consumer Email	Email Database						Х	
February	23	thru	25	Social Media Support of Consumer Email						х		
March	1	thru	31	DogTrekker.com	West Coast				Х	х		
March	1	thru	31	TripAdvisor.com	United States				Х	Х		
March	1	thru	31	Hwy 101 Geo-Fencing Program	Along the 101 Corridor				Х			
March	1	thru	31	The Enthusiast Network	United States				Х			
March	2	thru	2	VMC Consumer Email	Email Database						Х	
		thru	7	Blog: TBA (tie w/FB and newsletter)	Website			_	Х			

March	11	thru	19	Chico School Spring Break	Chico, CA)	K			
March	14	thru	14	Mother Jones Stand Alone Email focus on Adult Spring	B California & Oregon						х х
March	21	thru	21	Blog: TBA (tie w/FB and newsletter)	Website				Х		
March	21	thru	21	Small Market Meetings Stand Alone Email & Editorial	United States				Х		х х
March	27	thru	2-Apr	San Francisco School Spring Break	San Francisco & Oakland, CA)	K			
April	1	thru	30	Hwy 101 Geo-Fencing Program	Along the 101 Corridor				х		
April	1	thru	30	DogTrekker.com	West Coast				Х	Х	
April	1	thru	30	TripAdvisor.com	United States				х	х	
April	1	thru	30	The Enthusiast Network	United States				Х		
April	4	thru	4	Blog: TBA (tie w/FB and newsletter)	Website				Х		
April	4	thru	4	VMC Consumer Email	Email Database						Х
April	8	thru	16	Sacramento & West Sacramento School Spring Break	Sacramento & West Sacramento, CA)	K			
April	18	thru	18	Blog: TBA (tie w/FB and newsletter)	Website				Х		
May	1	thru	31	Hwy 101 Geo-Fencing Program	Along the 101 Corridor				Х		
May	1	thru	31	DogTrekker.com	West Coast				Х	Х	
May	1	thru	31	TripAdvisor.com	United States				Х	Х	
May	2	thru	2	VMC Consumer Email	Email Database						х
May	9	thru	9	Blog: TBA (tie w/FB and newsletter)	Website				Х		
May	13	thru	24	Supporting (Wine adventures) Digital/Social Media/Ret	a Sonoma & Sacramento, CA				Х	Х	
May	20	thru	31	Sunset Celebration	Sonoma, CA	Х					
May	23	thru	23	Blog: TBA (tie w/FB and newsletter)	Website				Х		
June	1	thru	30	DogTrekker.com	West Coast				Х	Х	
June	1	thru	30	TripAdvisor.com	United States				х	Х	
June	3	thru	7	IPW (NCTC)	Washington, DC	Х					
June	6	thru	6	Blog: TBA (tie w/FB and newsletter)	Website				х		
June	6	thru	6	VMC Consumer Email	Email Database						х
June	20	thru	20	Blog: TBA (tie w/FB and newsletter)	Website				х		