

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

November	1	thru	30	Hwy 101 Geo-Fencing Program	Along the 101 Corridor					x		
November	1	thru	30	DogTrekker.com	West Coast					x	x	
November	1	thru	30	TripAdvisor.com	United States					x	x	
November	1	thru	30	Travelinformation.com	United States					x		
November	1	thru	30	Queerty Digital Program	San Francisco & Los Angeles, CA					x		
November	4	thru	14	Mushroom, Wine & Beer Festival	County-wide		x					
November	8	thru	8	Blog: Big Mushroom Event	Website					x		
November	17	thru	17	VRBO Stand Alone Email: Holiday Focused	Worldwide							x
November	22	thru	22	Blog: Festival of Lights/MCBG	Website					x		
December	1	thru	31	Hwy 101 Geo-Fencing Program	Along the 101 Corridor					x		
December	1	thru	31	Queerty Digital Program	San Francisco & Oakland, CA					x		
December	1	thru	31	DogTrekker.com	West Coast					x	x	
December	1	thru	31	TripAdvisor.com	United States					x	x	
December	1	thru	31	Travelinformation.com	United States					x		
December	1	thru	16	Supporting (Alaska Airlines) Digital/Social Media/Retarge	Seattle, Portland, Los Angeles, Orange County & San Diego					x	x	
December	2	thru	2	Alaska Airlines 2-Page Spread Co-op	United States			x				
December	6	thru	6	Blog: Made in Mendocino (existing: holiday gifts)	Website					x		
December	8	thru	8	VMC Consumer Email; Holiday Lodging Specials; Made in	Email Database							x
December	8	thru	10	Social Media Support of Consumer Email							x	
December	15	thru	15	VMC Consumer Email	Email Database							x
December	15	thru	17	Social Media Support of Consumer Email							x	
December	22	thru	22	Blog: Stormwatching	Website					x		
December	22	thru	22	VMC Consumer Email	Email Database							x
December	22	thru	25	Social Media Support of Consumer Email							x	
December	29	thru	29	VMC Consumer Email	Email Database							x
December	29	thru	31	Social Media Support of Consumer Email							x	
January	1	thru	1	Right Brain Retreats								
January	1	thru	29	Queerty Digital Program	San Francisco & Los Angeles, CA					x		
January	1	thru	31	Hwy 101 Geo-Fencing Program	Along the 101 Corridor					x		
January	1	thru	31	DogTrekker.com	West Coast					x	x	
January	1	thru	31	TripAdvisor.com	United States					x	x	
January	1	thru	31	Travelinformation.com	United States					x		
January	1	thru	31	The Enthusiast Network	United States					x		
January	1	thru	31	Supporting (Outdoor Adventures) Digital/Social Media/R	Sacramento, CA					x	x	
January	2	thru	2	Today's Bride	San Francisco & Oakland, CA			x		x	x	x
January	2	thru	2	Visit California Travel Guide	Globally			x				
January	2	thru	31	Supporting (Today's Bride) Digital/Social Media/Retarget	San Francisco & Oakland, CA					x	x	
January	4	thru	4	Blog: New Year renewal in Mendocino County; Crab Fest	Website					x		
January	5	thru	5	VMC Consumer Email	Email Database							x
January	5	thru	7	Social Media Support of Consumer Email							x	
January	8	thru	8	Bay Area News Group Eat Drink Play Takeover	Bay Area			x		x		x
January	9	thru	29	Supporting (Crab Festival) Digital/Social Media/Retarget	San Francisco, Oakland, Sacramento & Santa Rosa					x	x	
January	10	thru	10	Mother Jones Stand Alone Email focus on Crab Festival	California & Oregon							x x

