Parents Lead
2024 Media

11/8/2023

PARENTS LEAD 2024

	2023									2024																																											
	November				December					January				February				March					April				May				June					July				August				September					October				
Media	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21
Print																																																						
Magazines																																																						
Grand Forks Activity Guide																																																						
Fargo Park District Seasonal Brochure																																																						
Fargo Public Schools Ad-Ventures																																																						
ND Living (Education + High School Sports Edition)																																																						
OOH																																																						
West Acres Mall Table Tents																																																						
Production																																																						
Fargo Freeze Stairway Sign																																																						
Production																																																						
Dakota Square Mall Sky Banner																																																						
Production																																																						
Kirkwood Mall Sky Banner																																																						
Production																																																						
Bismarck Larks Half Founding Sponsor																																																						
Bismarck Bobcats Seat Flyers																																																						
Choice Health & Fitness LED Board																																																						
Newman Billboards																																																						
Broadcast																																																						
Terrestrial Radio																																																						
Fargo Market (est. 75 GRPs/week)																																																						
Bismarck Market (est. 75 GRPs/week)																																																						
Grand Forks Market (est. 75 GRPs/week)																																																						
Digital																																																						
Fargo Moms																																																						
Fargo Mom Website Leaderboard Ad																																																						
E-Newsletter Sponsorship																																																						
Video																																																						
Amazon OTT																																																						
Display																																																						
Amazon DSP																																																						
Paid Social																																																						
Facebook																																																						
Snapchat																																																						
Digital Radio																																																						
Pandora																																																						