



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

**FPA Launch Media Activity
Chapter: MID NORTH COAST (NSW)**

Updated: Thursday 15 September, 2011

MaTCH⁺



Media Schedule : MID NORTH COAST (NSW)

| Week Commencing | 11 Sep | 18 Sep | 25 Sep | 2 Oct | 9 Oct | 16 Oct | 23 Oct | 30 Oct | 6 Nov | 13 Nov |
|---|--------|-------------------------------|--------|-----------------------------|-------|------------------------------|-----------------------------|--------|-------|--------|
| TV | | | | | | | | | | |
| TV (Regional Northern NNSW) <i>Detailed TV schedule avail overleaf in week prior</i> | | [Blue bar] | | | | | | | | |
| Pay TV (Foxtel/Austar) <i>Detailed TV schedule avail overleaf in week prior</i> | | [Blue bar] | | | | | | | | |
| PRESS | | | | | | | | | | |
| The Australian (MON: Business / WED: Wealth) | | 19th | 28th | | | 10th | 19th | | | |
| The Aust. Fin. Review (MON: News) | | 19th | 26th | | | 10th | 17th | | | |
| Sydney Morning Herald (MON: BusinessDay section) | | | 26th | | | 10th | | | | |
| Newcastle Herald (SAT: News) | | | 1st | | | | | | | |
| MAGAZINES | | | | | | | | | | |
| Good Weekend (SAT) | | | 1st | | | 15th | | | | |
| AFR Magazine (FRI) | | | 30th | | | | | 28th | | |
| AFR Smart Investor (FRI) | | On sale 23 rd Sept | | | | On Sale 28 th Oct | | | | |
| Your Money | | On sale 9 th Sept | | On Sale 7 th Oct | | | On Sale 4 th Nov | | | |
| Asset | | | | On Sale 7 th Oct | | | | | | |
| ONLINE | | | | | | | | | | |
| EurekaReport.com.au – Homepage | | [Purple bar] | | | | | | | | |
| EurekaReport.com.au – Throughout the site | | [Purple bar] | | | | | | | | |
| First Digital Media Network (Eureka Report, crikey, Business Spectator, startupsmart, Smartcompany, Technology Spectator) | | [Purple bar] | | | | | | | | |
| Eureka Report.com.au eNewsletter | | | 27th | | | | | 25th | | |
| SMH/The Age – BusinessDay | | [Purple bar] | | | | | | | | |
| SMH/The Age/Brisbane Times/WA Today – Money section | | [Purple bar] | | | | | | | | |
| SMH/The Age/Brisbane Times/WA Today – BusinessDay/Markets | | [Purple bar] | | | | | | | | |
| SMH/The Age/Brisbane Times/WA Today – My Career/Banking/Finance | | [Purple bar] | | | | | | | | |
| SMH/The Age – Newsletter | | 22nd | | | | 13th | | TBC | | |
| AFR.com.au | | [Purple bar] | | | | | | | | |
| News.com.au – The Aust. Business/Wealth section | | [Purple bar] | | | | | | | | |
| News.com.au – The Aust. Business Newsletter | | TBC | | | | TBC | | TBC | | |



**TV Spot Schedule : Regional Northern NSW TV signal
w/c 18 September**

PRIMARY STATIONS



| | | |
|-----------|-------------|---------------------------|
| Sunday | 07:00-10:00 | Weekend Sunrise |
| Tuesday | 16:30-17:00 | Seven News At 4.30 *live* |
| Wednesday | 17:30-18:00 | Deal Or No Deal |



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|----------|-------------|-------------------------------|
| Sunday | 16:00-18:00 | Antiques Roadshow / Nine News |
| Sunday | 18:00-18:30 | National News Sunday |
| Sunday | 19:30-20:30 | 60 Minutes |
| Monday | 18:00-19:00 | National News |
| Monday | 21:30-22:30 | CSI: Miami |
| Tuesday | 07:00-09:00 | Today |
| Tuesday | 18:00-19:00 | National News |
| Tuesday | 19:30-20:00 | Two And A Half Men |
| Friday | 07:00-09:00 | Today |
| Friday | 20:30-21:30 | Rugby League Finals Pf 1 |
| Saturday | 07:00-09:00 | Weekend Today - Saturday |



TV Spot Schedule : Regional Northern NSW TV signal w/c 18 September

Supported by Digital Channels for incremental reach and cost-efficiency



| | | |
|-----------|-------------|-------------------------------|
| Sunday | 12:00-17:00 | The Davis Cup *live* |
| Sunday | 17:00-18:00 | The Good Life |
| Sunday | 17:00-18:00 | The Davis Cup *live* |
| Monday | 16:00-18:00 | Masquerade |
| Monday | 19:30-20:30 | Heartbeat |
| Monday | 20:30-21:30 | Keeping Up Appearances |
| Monday | 22:30-00:00 | Catherine Cookson's |
| Tuesday | 21:30-22:30 | Keeping Up Appearances |
| Tuesday | 22:30-23:30 | Jonathon Creek |
| Tuesday | 20:30-21:30 | Around The World In 80 Trades |
| Wednesday | 16:00-18:00 | Footsteps In The Fog |
| Wednesday | 20:30-21:30 | Ruth Rendell Mysteries |
| Wednesday | 22:30-23:30 | Ruth Rendell Mysteries |
| Wednesday | 23:30-00:00 | Open All Hours |
| Thursday | 20:30-21:30 | William and Mary |
| Friday | 22:30-23:30 | Living in the Sun |
| Friday | 23:30-00:00 | Living In The Sun |
| Saturday | 19:30-20:30 | Heartbeat |
| Saturday | 20:30-22:30 | Inspector Morse |
| Saturday | 23:00-23:30 | Thats My Boy |
| Saturday | 23:30-00:00 | Please Sir |



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|----------|-------------|-------------------|
| Saturday | 19:30-20:30 | Antiques Roadshow |
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|----------|-------------|----------|
| Sunday | 18:30-19:30 | Top Gear |
| Thursday | 19:30-20:30 | Top Gear |



Pay TV Spot Schedule : National w/c 18 September



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|-----------|-------------|----------------------|-------------|-----------|-------------|------------------------------|-------------|
| Sunday | 07:30-08:00 | Sunday Business LF | | Wednesday | 11:30-12:00 | STREET SENSE | |
| Sunday | 08:00-08:30 | ON THE RECORD | | Wednesday | 11:30-12:00 | STREET SENSE | |
| Sunday | 08:30-09:00 | SUNDAY BUSINESS | | Wednesday | 14:00-14:30 | TRADING DAY | |
| Sunday | 10:30-11:00 | The Perrett Report | | Wednesday | 14:30-15:00 | TECHNOLOGY BEHIND BUSINESS | |
| Sunday | 11:00-11:30 | MEDIA WEEK | | Wednesday | 19:00-20:00 | SWITZER | |
| Sunday | 11:30-12:00 | SUNDAY BUSINESS | | Wednesday | 19:00-20:00 | SWITZER | |
| Sunday | 12:00-12:30 | YOUR MONEY YOUR CALL | | Wednesday | 21:00-21:30 | BUSINESS NIGHT | |
| Sunday | 15:30-16:00 | GROW YOUR BUSINESS | | Wednesday | 21:30-22:00 | The Perrett Report | |
| Sunday | 16:00-17:00 | YOUR MONEY YOUR CALL | | Wednesday | 22:30-23:00 | SWITZER | |
| Sunday | 18:00-19:00 | YOUR MONEY YOUR CALL | | Wednesday | 23:00-00:00 | YOUR MONEY YOUR CALL | |
| Sunday | 18:00-19:00 | YOUR MONEY YOUR CALL | | Thursday | 16:00-16:30 | ATTHE CLOSE | Sponsorship |
| Sunday | 20:00-21:00 | YOUR MONEY YOUR CALL | | Thursday | 16:00-16:30 | ATTHE CLOSE | Sponsorship |
| Sunday | 21:00-21:30 | PROPERTY SUCCESS | | Thursday | 16:00-16:30 | ATTHE CLOSE | |
| Sunday | 22:00-22:30 | YOUR MONEY YOUR CALL | | Thursday | 06:00-09:00 | FIRST BUSINESS | |
| Sunday | 22:30-23:00 | YOUR MONEY YOUR CALL | | Thursday | 09:00-10:00 | MARKET EXPRESS | |
| Monday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Thursday | 10:00-11:00 | TRADING DAY | |
| Monday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Thursday | 13:00-14:30 | TRADING DAY | |
| Monday | 07:00-08:00 | FIRST BUSINESS | | Thursday | 15:00-16:00 | Trading Day LF | |
| Monday | 08:00-09:00 | MONDAY MONEY | | Thursday | 19:00-20:00 | SWITZER | |
| Monday | 09:00-10:00 | MARKET EXPRESS | | Thursday | 19:00-20:00 | SWITZER | |
| Monday | 11:45-12:00 | TECH REPORT | | Thursday | 21:00-21:30 | BUSINESS NIGHT | |
| Monday | 13:00-15:00 | TRADING DAY | | Thursday | 21:30-22:00 | The Perrett Report | |
| Monday | 13:00-15:00 | TRADING DAY | | Thursday | 22:00-22:30 | SWITZER | |
| Monday | 16:00-16:30 | ATTHE CLOSE | | Thursday | 22:30-23:00 | SWITZER | |
| Monday | 16:30-18:00 | MARKET DAY | | Thursday | 23:00-00:00 | YOUR MONEY YOUR CALL | |
| Monday | 18:30-19:00 | The Perrett Report | | Friday | 16:00-16:30 | ATTHE CLOSE | Sponsorship |
| Monday | 19:00-20:00 | SWITZER | | Friday | 16:00-16:30 | ATTHE CLOSE | Sponsorship |
| Monday | 20:00-21:00 | YOUR MONEY YOUR CALL | | Friday | 16:00-16:30 | ATTHE CLOSE | |
| Monday | 21:00-21:30 | BUSINESS NIGHT | | Friday | 06:00-08:30 | FIRST BUSINESS | |
| Monday | 21:30-22:00 | The Perrett Report | | Friday | 08:30-09:00 | ON THE RECORD | |
| Monday | 22:00-22:30 | SWITZER | | Friday | 09:00-10:00 | MARKET EXPRESS | |
| Monday | 22:30-23:00 | SWITZER | | Friday | 10:00-11:30 | TRADING DAY | |
| Monday | 23:00-00:00 | YOUR MONEY YOUR CALL | | Friday | 18:30-19:00 | The Perrett Report | |
| Tuesday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Friday | 19:00-20:00 | SWITZER | |
| Tuesday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Friday | 20:00-21:00 | YOUR MONEY YOUR CALL | |
| Tuesday | 16:00-16:30 | ATTHE CLOSE | | Friday | 21:00-21:30 | MEDIA WEEK | |
| Tuesday | 06:00-09:00 | FIRST BUSINESS | | Friday | 21:30-22:00 | TECHNOLOGY BEHIND BUSINESS | |
| Tuesday | 09:00-10:00 | MARKET EXPRESS | | Friday | 22:00-22:30 | SWITZER | |
| Tuesday | 10:00-11:00 | TRADING DAY | | Friday | 23:00-00:00 | YOUR MONEY YOUR CALL | |
| Tuesday | 11:00-12:00 | Trading Day LF | | Saturday | 07:00-08:00 | Fox Business LF | |
| Tuesday | 13:00-14:30 | TRADING DAY | | Saturday | 08:00-09:00 | FOX BUSINESS | |
| Tuesday | 13:00-14:30 | TRADING DAY | | Saturday | 08:00-09:00 | FOX BUSINESS | |
| Tuesday | 16:00-16:30 | ATTHE CLOSE | | Saturday | 09:00-10:00 | Business View LF | |
| Tuesday | 17:00-17:30 | MARKET DAY | | Saturday | 09:00-10:00 | Business View LF | |
| Tuesday | 17:30-18:00 | Market Day LF | | Saturday | 10:00-10:30 | TECHNOLOGY BEHIND BUSINESS | |
| Tuesday | 18:30-19:00 | The Perrett Report | | Saturday | 10:30-11:00 | Special Programming Business | |
| Tuesday | 19:00-20:00 | SWITZER | | Saturday | 11:00-11:30 | The Perrett Report | |
| Tuesday | 21:00-21:30 | BUSINESS NIGHT | | Saturday | 11:30-12:00 | MEDIA WEEK | |
| Tuesday | 21:30-22:00 | The Perrett Report | | Saturday | 12:00-12:30 | YOUR MONEY YOUR CALL | |
| Tuesday | 22:00-22:30 | SWITZER | | Saturday | 12:30-15:00 | YOUR MONEY YOUR CALL | |
| Tuesday | 22:30-23:00 | SWITZER | | Saturday | 15:00-16:00 | SWITZER | |
| Tuesday | 23:00-00:00 | YOUR MONEY YOUR CALL | | Saturday | 16:00-16:30 | The Perrett Report | |
| Wednesday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Saturday | 16:30-17:00 | GROW YOUR BUSINESS | |
| Wednesday | 16:00-16:30 | ATTHE CLOSE | Sponsorship | Saturday | 17:00-18:00 | YOUR MONEY YOUR CALL | |
| Wednesday | 16:00-16:30 | ATTHE CLOSE | | Saturday | 20:00-20:30 | The Perrett Report | |
| Wednesday | 06:00-09:00 | FIRST BUSINESS | | Saturday | 20:30-21:00 | GROW YOUR BUSINESS | |
| Wednesday | 09:00-10:00 | MARKET EXPRESS | | Saturday | 21:00-22:00 | SWITZER | |
| Wednesday | 10:30-11:00 | LAW TV | | | | | |
| Wednesday | 10:30-11:00 | LAW TV | | | | | |



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