



FINANCIAL PLANNING
ASSOCIATION *of* AUSTRALIA

FPA Launch Media Activity
Chapter: GOULBURN VALLEY (VIC)

Updated: Thursday 15 September, 2011

MATCH⁺

Media Schedule: GOULBURN VALLEY (VIC)



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 Victoria) <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			
The Age (MON: BusinessDay section)			26th			10th				
The Border Mail (MON: Business)			26th							
Shepparton News (MON: Business)			26th							
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 Victoria TV signal w/c 18 September

PRIMARY STATIONS



Sunday	07:00-10:00	Weekend Sunrise
Monday	22:30-23:30	Suits
Tuesday	18:00-18:30	Seven News
Tuesday	18:30-19:00	Today Tonight *Live*
Wednesday	06:00-09:00	Sunrise
Wednesday	17:00-17:30	Seven News At 4.30 *live*
Wednesday	22:30-23:30	Great Escapes
Thursday	09:00-11:30	The Morning Show
Thursday	17:00-17:30	Seven News At 4.30 *live*
Friday	06:00-09:00	Sunrise



Sunday	08:00-09:00	Weekend Today - Sunday (S)
Sunday	09:00-10:00	Weekend Today - Sunday (S)
Sunday	19:30-20:30	60 Minutes (S)
Monday	18:00-18:30	National Nine News (S)
Monday	21:30-22:30	CSI: Miami
Tuesday	07:00-09:00	Today (S)
Tuesday	19:30-20:00	Two And A Half Men
Wednesday	20:00-20:30	Ocean Giants
Friday	07:00-09:00	Today (S)



TV Spot Schedule: Regional Victoria TV signal w/c 18 September

Supported by Digital Channels for incremental reach and cost-efficiency



Sunday	09:30-10:30	Britannia High
Sunday	18:00-18:30	One Foot In The Grave
Sunday	23:00-00:00	Living In The Sun
Monday	15:30-16:00	Night Court
Monday	16:00-16:30	Masquerade
Monday	16:30-18:00	Masquerade
Monday	18:30-19:00	Bargain Hunt
Monday	14:00-14:30	Murphy Brown
Tuesday	16:00-16:30	Damn The Defiant!
Tuesday	16:30-18:00	Damn The Defiant!
Tuesday	12:00-13:00	To The Manor Born
Wednesday	15:30-16:00	Night Court
Wednesday	16:00-16:30	Footsteps In The Fog
Wednesday	16:30-18:00	Footsteps In The Fog
Wednesday	18:30-19:00	Bargain Hunt
Wednesday	20:00-20:30	Heartbeat
Wednesday	23:30-00:00	Open All Hours
Thursday	22:30-00:00	Gil Mayo Mysteries
Friday	18:00-18:30	Bargain Hunt
Friday	18:30-19:00	Bargain Hunt
Friday	19:30-20:00	Are You Being Served?
Friday	20:00-20:30	One Foot In The Grave
Friday	23:30-00:00	Living In The Sun
Saturday	09:30-10:30	The Great Outdoors
Saturday	11:30-12:00	Out Of The Blue
Saturday	12:00-12:30	Great South East
Saturday	12:30-13:00	A House In...
Saturday	13:30-17:00	Weekend Kitchen
Saturday	17:30-18:00	Men Behaving Badly
Saturday	18:00-18:30	Are You Being Served?
Saturday	20:30-22:30	Taggart
Saturday	22:30-23:00	That's My Boy



Pay TV Spot Schedule : National w/c 18 September



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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