

# Quarter 1

	January					February				March			
	31	7	14	21	28	4	11	18	25	4	11	18	25
<b>Window Theme</b>	VALUE, HEALTH, & BREAKFAST										BURGER FEST		
<b>General Media Support</b>	New Nuggets			BOGO OCS				Breakfast Re-launch			Trial Week	Turkey/Veggie Burger	
<b>Breakfast</b>											Trial Week	Speciality Coffee/ Baked Goods	
<b>NATIONAL RED PLUM</b>	31-Dec												
<b>Retail Events</b>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">\$.25 Small Coffee</div> <div style="border: 1px solid black; padding: 2px;">\$1 Latte</div> </div> <div style="border: 1px solid black; padding: 2px; margin-top: 5px;">B'fast Bouncebacks on bags</div>												

**GM/AACM Radio**  
(:30s)  
Weekly GRPs  
Reach Ceiling: 86.2%

**GM Submarket Radio**  
(:30s)  
Weekly Spots

**GM DJ Endorsements (:30s)**  
Weekly GRPs

**HCM Radio**  
(:30s)  
Weekly GRPs

**HCM DJ Endorsements (:30s)**  
Weekly GRPs

**OOH**  
36 Posters, 6 Bulletins, 23 Bus Shelters, 24 Miami Dade Bus Shelters - 19,309,336 Imps per flight

**Mobile Display**



New  
biscuit

\$4.99 King Deals			
600			
150	150	150	150
80%/8x			

  

\$4.99 King Deals			
384			
96	96	96	96

  

\$4.99 KD	
100	

  

\$4.99 King Deals			
360			
90	90	90	90

  

\$4.99 KD	
50	

  

\$4.99 King Deals			
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\$4.99 King Deals			
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# Quarter 2

April					May				June				
1	8	15	22	29	6	13	20	27	3	10	17	24	
Burger Fest								Summer BBQ					
General Media Support		Turkey/Veggie Burger		Stuffed Burger/ Iced Tea		Chicken LTO/ Wrap		Retail Event	Rib Sandwich		Branded Dessert		
Breakfast		Specialty Coffee/ Baked Goods				Coffee/ Sandwich				Bacon, Egg and Gouda Sandwich			
NATIONAL RED PLUM		1-Apr											

GM/AACM Radio (:30s) Weekly GRPs Reach Ceiling: 86.2%	<b>\$4.99 King Deals</b>			<b>\$1.00 TEA</b>			<b>50¢ Cone</b>					
	450			450			450					
	150	150	150	150	150	150	150	150	150			
	77%/6x			77%/6x			77%/6x					
GM Submarket Radio (:30s) Weekly Spots	<b>\$4.99 King Deals</b>			<b>\$1.00 TEA</b>			<b>50¢ Cone</b>					
	288			288			288					
	96	96	96	96	96	96	96	96	96			
GM DJ Endorsements (:30s) Weekly GRPs	<b>\$4.99 KD</b>			<b>\$1.00 Tea</b>			<b>50¢ Cone</b>					
	100			100			100					
HCM Radio (:30s) Weekly GRPs Reach Ceiling: %	<b>\$4.99 King Deals</b>			<b>\$1.00 Tea</b>			<b>50¢ Cone</b>					
	270			270			270					
	90	90	90	90	90	90	90	90	90			
HCM DJ Endorsements (:30s) Weekly GRPs	<b>\$4.99 KD</b>			<b>\$1.00 Tea</b>			<b>50¢ Cone</b>					
	50			50			50					
OOH 36 Posters, 6 Bulletins, 23 Bus Shelters, 24 Miami Dade Bus Shelters - 19,309,336 Imps per flight							<b>\$1.00 Tea</b>			<b>50¢ Cone</b>		
	Mobile Display						<b>50¢ Cone</b>					

# Quarter 3

		July					August				September				
		1	8	15	22	29	5	12	19	26	2	9	16	23	30
<b>Window Theme</b>		SUMMER BBQ									TAILGATING				
<b>General Media Support</b>		Branded Dessert		WHOPPER® LTO			Pulled Pork			Chicken Collection		Fire Grilled Bratwurst			
<b>Breakfast</b>		July 4th SHOCK								Labor Day SHOCK					
<b>NATIONAL RED PLUM</b>											Coffee/ Sandwich				
											26-Aug				
<b>GM/AACM Radio</b>		50c Cone			BOGO CHICKEN BISCUIT			\$4.99 King Deals							
(:30s)		450			450			450							
Weekly GRPs		150	150	150	150	150	150	150	150	150					
Reach Ceiling: 86.2%		77%/6x			77%/6x			77%/6x							
<b>GM Submarket Radio</b>		50c Cone			BOGO CHICKEN BISCUIT			\$4.99 King Deals							
(:30s)		288			288			288							
Weekly Spots		96	96	96	96	96	96	96	96						
<b>GM DJ Endorsements (:30s)</b>		BOGO			\$4.99 KD										
Weekly GRPs		100			100										
<b>HCM Radio</b>		50c Cone			BOGO CHICKEN BISCUIT			\$4.99 King Deals							
(:30s)		270			270			270							
Weekly GRPs		90	90	90	90	90	90	90	90						
Reach Ceiling: %															
<b>HCM DJ Endorsements (:30s)</b>		BOGO			\$4.99 KD										
Weekly GRPs		50			50										
<b>OOH</b>											\$4.99 King Deals				
36 Posters, 6 Bulletins, 23 Bus Shelters, 24 Miami Dade Bus Shelters - 19,309,336 Imps per flight															
<b>Mobile Display</b>											\$4.99 King Deals				
<b>Local Partnerships</b>											ATLANTA FALCONS/HIGHSCHOOL/ or UGA				

# Quarter 4

October				November				December			
7	14	21	28	4	11	18	25	2	9	16	23

<b>Window Theme</b>	<b>TAILGATING</b>				<b>HOLIDAYS</b>							
<b>General Media Support</b>	<b>Brisket Sandwich</b>		<b>Reward Promo</b>		<b>Holiday Sweets</b>		<b>Holiday Event</b>		<b>WHOPPER® Celebration</b>			
<b>Breakfast</b>	Coffee/Sandwich		Oatmeal/ Specialty Coffee LTO									

<b>GM/AACM Radio</b>	<b>\$4.99 King Deals</b>								<b>Breakfast</b>			
(:30s)	450								450			
<i>Weekly GRPs</i>	150	150	150					150	150	150		
<i>Reach Ceiling: 86.2%</i>	77%/6x								77%/6x			
<b>GM Submarket Radio</b>	<b>\$4.99 King Deals</b>								<b>Breakfast</b>			
(:30s)	288								288			
<i>Weekly Spots</i>	96	96	96					96	96	96		
<b>GM DJ Endorsements (:30s)</b>	<b>\$4.99 KD</b>											
<i>Weekly GRPs</i>	100											
<b>HCM Radio</b>	<b>\$4.99 King Deals</b>								<b>Breakfast</b>			
(:30s)	270								270			
<i>Weekly GRPs</i>	90	90	90					90	90	90		
<i>Reach Ceiling: %</i>												
<b>HCM DJ Endorsements (:30s)</b>	<b>\$4.99 KD</b>											
<i>Weekly GRPs</i>	50											
<b>Local Partnerships</b>	<b>ATLANTA FALCONS/HIGH SCHOOL/or UGA</b>											