

**Agency Editorial Schedule**

Your agency has numerous vehicles with which to communicate with customers and prospects. This template is designed to help you think about how those different communication elements interact and interrelate. As part of your planning process, you should choose themes for each month, and select, in advance, the mix of media you will use for each individual month. A quick review of the schedule just before the beginning of a new month should also be part of your editorial process. Market events, agency changes, and other realities may make it advisable, or even necessary, to deviate from the predetermined editorial schedule in a given month.

