



# Road safety advertising calendar



		July 2007	August	September	October	November	December	January 2008	February	March	April	May	June
Advertising themes		Alcohol Intersections	Speed Alcohol	Speed Intersections Safety belts	Alcohol Speed	Speed Intersections	Alcohol Fatigue	Speed Intersections	Alcohol Speed	Intersections Fatigue Safety belts	Alcohol Speed	Alcohol Speed	Alcohol Intersections
TV	Radio	1 Sun	1 Wed	1 Sat	1 Mon	1 Thur	1 Sat	1 Tue New Year's Day	1 Fri	1 Sat	1 Tue	1 Thur	1 Sun
		2 Mon	2 Thur	2 Sun	2 Tue	2 Fri	2 Sun	2 Wed	2 Sat	2 Sun	2 Wed	2 Fri	2 Mon Queen's Birthday
TV	Radio	3 Tue	3 Fri	3 Mon	3 Wed	3 Sat	3 Mon	3 Thur	3 Sun	3 Mon	3 Thur	3 Sat	3 Tue
		4 Wed	4 Sat	4 Tue	4 Thur	4 Sun	4 Tue	4 Fri	4 Mon	4 Thu	4 Fri	4 Sun School holidays end	4 Wed
TV	Radio	5 Thur	5 Sun	5 Wed	5 Fri	5 Mon	5 Wed	5 Sat	5 Tue	5 Wed	5 Sat	5 Mon School begins Term 2	5 Thur
		6 Fri	6 Mon	6 Thur	6 Sat	6 Tue	6 Thur	6 Sun	6 Wed Waitangi Day	6 Thur	6 Sun	6 Tue	6 Fri
Radio	Safety belts	7 Sat	7 Tue	7 Fri	7 Sun School holidays end	7 Wed	7 Fri	7 Mon	7 Thur	7 Fri	7 Mon	7 Wed	7 Sat
		8 Sun	8 Wed	8 Sat	8 Mon School begins Term 4	8 Thur	8 Sat	8 Tue	8 Fri	8 Sat	8 Tue	8 Thu	8 Sun
TV	Radio	9 Mon	9 Thur	9 Sun	9 Tue	9 Fri	9 Sun	9 Wed	9 Sat	9 Sun	9 Wed	9 Fri	9 Mon
		10 Tue	10 Fri	10 Mon	10 Wed	10 Sat	10 Mon	10 Thur	10 Sun	10 Mon	10 Thu	10 Sat	10 Tue
National Police campaign		11 Wed	11 Sat	11 Tue	11 Thur	11 Sun	11 Tue	11 Fri	11 Mon	11 Tue	11 Fri	11 Sun	11 Wed
		12 Thur	12 Sun	12 Wed	12 Fri	12 Mon	12 Wed	12 Sat	12 Tue	12 Wed	12 Sat	12 Mon	12 Thur
		13 Fri	13 Mon	13 Thur	13 Sat	13 Tue	13 Thur	13 Sun	13 Wed	13 Thur	13 Sun	13 Tue	13 Fri
		14 Sat	14 Tue	14 Fri	14 Sun	14 Wed	14 Fri	14 Mon	14 Thur	14 Fri	14 Mon	14 Wed	14 Sat
		15 Sun School holidays end	15 Wed	15 Sat	15 Mon	15 Thur	15 Sat	15 Tue	15 Fri	15 Sat	15 Tue	15 Thur	15 Sun
		16 Mon School begins Term 3	16 Thur	16 Sun	16 Tue	16 Fri	16 Sun	16 Wed	16 Sat	16 Sun	16 Wed	16 Fri	16 Mon
		17 Tue	17 Fri	17 Mon	17 Wed	17 Sat	17 Mon	17 Thur	17 Sun	17 Mon	17 Thur	17 Sat	17 Tue
		18 Wed	18 Sat	18 Tue	18 Thur	18 Sun	18 Tue	18 Fri	18 Mon	18 Tue	18 Sun	18 Wed	18 Fri
		19 Thur	19 Sun	19 Wed	19 Fri	19 Mon	19 Wed	19 Sat	19 Tue	19 Wed	19 Sun	19 Mon	19 Thur
		20 Fri	20 Mon	20 Thur	20 Sat	20 Tue	20 Thur	20 Sun	20 Wed	20 Thur	20 Sun	20 Tue	20 Fri
		21 Sat	21 Tue	21 Fri	21 Sun	21 Wed	21 Fri School holidays commence	21 Mon	21 Thur	21 Fri Good Friday	21 Mon	21 Wed	21 Sat
		22 Sun	22 Wed	22 Sat School holidays commence	22 Mon Labour Day	22 Thur	22 Sat	22 Tue	22 Fri	22 Sat	22 Tue	22 Thur	22 Sun
		23 Mon	23 Thur	23 Sun	23 Tue	23 Fri	23 Sun	23 Wed	23 Sat	23 Sun	23 Wed	23 Fri	23 Mon
		24 Tue	24 Fri	24 Mon	24 Wed	24 Sat	24 Mon	24 Thur	24 Sun	24 Mon	24 Thu	24 Sat	24 Tue
		25 Wed	25 Sat	25 Tue	25 Thur	25 Sun	25 Tue Christmas Day	25 Fri	25 Mon	25 Tue	25 Fri	25 Sun	25 Wed
		26 Thur	26 Sun	26 Wed	26 Fri	26 Mon	26 Wed Boxing Day	26 Sat	26 Tue	26 Wed	26 Sat	26 Mon	26 Thur
		27 Fri	27 Mon	27 Thur	27 Sat	27 Tue	27 Thur	27 Sun	27 Wed	27 Thur	27 Sun	27 Tue	27 Fri
		28 Sat	28 Tue	28 Fri	28 Sun	28 Wed	28 Fri	28 Mon	28 Thur	28 Fri	28 Mon	28 Wed	28 Sat
		29 Sun	29 Wed	29 Sat	29 Mon	29 Thur	29 Sat	29 Tue School holidays end	29 Fri	29 Sat	29 Tue	29 Thur	29 Sun
		30 Mon	30 Thur	30 Sun	30 Tue	30 Fri	30 Sun	30 Wed School begins Term 1	30 Sat	30 Sun	30 Wed	30 Fri	30 Mon
		31 Tue	31 Fri		31 Wed		31 Mon New Year's Eve	31 Thur		31 Mon		31 Sat	