

Flighting & Scheduling Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Plans media flighting and scheduling — bursts vs continuity, seasonality, day/time weighting — so spend lands when it matters. Use it to schedule a campaign. For the mix use the Media Mix Recommendation.

Purpose of this tool & output

Time your media for maximum impact

How the output is used

Use it to time your media for maximum impact — a flighting and scheduling plan across bursts, continuity and seasonality.

Important cautions

Adjust to live demand signals and pacing.

Companion documents

- Media Plan Builder
- Media Buying Plan
- OOH / Outdoor Media Plan
- Programmatic Advertising Plan
- Media Mix Recommendation
- Media Negotiation Brief

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.