**Scheduling Pattern:** The flow of a media schedule across the days, weeks, months or years that define a campaign’s media plan.

### Types

**Continuous Pattern**

The advertisement weight is consistent throughout the campaign.

![Continuous Pattern Chart]

- Jan Feb Mar . . . . . . . . . . . . . . . . . . . . . . . . . . Oct Nov Dec

*When to use:*
- For frequently purchased products
- Highly defined & narrow target markets
- Expanding markets characterized by Category Development Index (CDI)

**Flighting Pattern**

An intermittent pattern of gap insertions where no advertisements run.

![Flighting Pattern Chart]

- Jan - Feb . . . . . . . . . . . . . . . . . . . June - July . . . . . . . . . . . . . Nov - Dec

*When to use:*
- Funding is limited to cover the whole campaign
- Long purchase cycles
- Well-defined seasonalities
- Market share building & stealing (*Recommended for new brands*)

**Pulsing Pattern**

A mix of continuous and flighted insertions which result in “heavy-up” periods.

![Pulsing Pattern Chart]

- Jan . . . . . . . . . . . . . . . . . . . . July . . . . . . . . . . . . . . . . . . . Dec

*When to use:*
- When you want to keep your brand name top of mind
- Support merchandising events
- Anytime purchase cycle calls for greater emphasis

For more information, read chapters 7 & 8 of *Advertising Media Planning* (Sissors & Barron, 2010).

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