

Get a Monthly Fresh Start On Ad Prospects With the Metro Promotional Calendar

Whether you're facing a new year or a new month, there's never a better time than now to resolve to make the most of the resources available to you. **Metro's Promotional Calendar** is one of those resources that can help you realize more revenue with timely information that can be easily localized and monetized. Use this valuable information to capture the most

accessible opportunities to start off a month, or to create a prospect list to go after new business. You can also use the events digitally in your social media and sell sponsorship. Make a date to visit the *Metro Promotional Calendar* in the *Metro Creative Connection* site and add a review of each month's content to your sales meetings.

Monthly Events **Weekly Events** **Daily Events**

Check the *Calendar Monthly, Weekly and Daily Event* listings as a place to start your prospecting, or to make sure you aren't leaving any potential revenue on the table. Create print and digital ads and campaigns centered around the events and reinforce them by mentioning the events in your social media.

Connect *Monthly, Weekly and Daily Events* with advertisers that have an affinity for the subject. Get additional info about the event and a link to the event sponsor's website. In this example, *National Hot Tea Month* may be of interest not only to tea lounges and coffee shops, but also gourmet stores that sell tea in bulk, housewares stores that sell tea kettles and accessories, and gift and artisan shops that sell tea sets and mugs.

At a glance, *Best Sellers* in each month of the *Promotional Calendar* give you a list of the top categories of advertisers that traditionally spend a significant portion of their annual advertising budget during this particular month.

Best Sellers

- Book Stores
- Pharmacies and Drug Stores
- Grocery Stores
- Restaurant, Full Service
- Drinking Places
- Electronics & Appliances Store
- Furniture Store
- Automotive Parts, Accessories & Tire Stores
- Gasoline Stations
- Appliances, TV and Other Electronic Stores

Monthly Events **Weekly Events** **Daily Events**

National Hot Tea Month

Month: January
Company: The Tea Council of the U.S.A.
Telephone: (212) 986-9415
Web site: <http://www.teausa.com>
E-mail: info@teausa.org

National Hot Tea Month was created to celebrate one of nature's most popular, soothing, relaxing beverages; the only beverage commonly served hot or cold, anytime, anywhere, for any occasion. According to the Tea Association of the U.S.A., Inc., drinking hot tea has many health benefits with antioxidants for cancer risk reduction, increased blood flow for cardiovascular health and increased energy expenditure that may help combat obesity.

Tea consumption continues to rise. Prospect tea lounges and retailers with this theme for month-long promotions. Find many tea-related images at MCC.com in the Creative Library.

[Search TEA](#)

[View More Events in January 2022](#)