* Media Scheduling Tactics
  + Bursting: Running the same ad every half hour on the same network
    - Often found by companies doing holiday sales
  + Roadblocking: Buying airtime on all three networks simultaneously
  + Blinking: Flooding the airwaves (slim ad budget)
    - Used for advertisers with low budget
    - Holiday Inn Express
      * Watched news, weather, and sports
      * Research also showed that they made plans early
      * Ads ran on Sunday and Monday nights