



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Media Center Introduction – LC 10AM-11AM & 3PM-4PM Evanston Roundtable runs	2 Rethink & Retool Your Listing Presentation – LC 1PM-2PM No Ads – Holiday	3	4
5 No Ads – Holiday	6 Labor Day Corporate Office Closed	7 BluePrint Day 1 - Orientation 9:45AM-5PM Getting the Most From the Brand – LC 1PM-2PM Wall Street Journal, September 17 Issue – Signups Due	8 Capturing Market Share with Technology – LC 10AM-11AM & 3PM-4PM Pioneer Press runs Chicago Tribune Local runs	9 I Object! – LC 1PM-2PM Chicago Tribune – North runs	10 September eNews Available	11
12 Chicago Tribune – City runs Chicago Tribune – North runs	13 eCard Workshop - Live Class 2 location options - 2301 N Clark or Northbrook 1PM – 2:15PM <i>RSVP to your manager required</i>	14 How to use ToolkitCMA – Live Class 2 location options – 2663 N Halsted or Winnetka 1PM – 2PM <i>RSVP to your manager required</i> Getting the Most From the Brand – LC 1PM-2PM	15 Media Center Introduction – LC 10AM-11AM & 3PM-4PM	16 OSA – Live Class, options – 2301 N Clark or Northbrook 1PM – 2PM Orion Commercial -Live Class 2301 N Clark 2:30PM – 3:30PM <i>RSVP to your manager required</i> What's the Difference? – LC 1PM-2PM Chicago Tribune Local runs Hinsdalean runs	17 Getting the Most from Platinum Agent Websites – Live Class 2 location options - 2301 N Clark or Northbrook 1PM – 2:15PM <i>RSVP to your manager required</i> Wall Street Journal runs	18
19 Chicago Tribune – City runs Chicago Tribune – North runs	20	21 Getting the Most From the Brand – LC 1PM-2PM	22 eCards 1: Introduction & Overview – LC 10AM-11AM & 3PM-4PM	23 eCards 1: Introduction & Overview – LC 1PM-2PM Pioneer Press runs Chicago Tribune Local runs	24 Chicago Tribune Ultimate Address, October 22 Issue – Signups Due Chicago Tribune Ultimate Address Magazine runs	25
26 Chicago Tribune – City runs Chicago Tribune – North runs	27	28 Getting the Most From the Brand – LC 1PM-2PM	29 eCards 1: Introduction & Overview – LC 10AM-11AM & 3PM-4PM Wall Street Journal, October 8 Issue – Signups Due	30 eCards 1: Introduction & Overview – LC 1PM-2PM Chicago Tribune Local runs		

- To sign up for co-op advertising, the forms are available on PruAndYou.
- For questions about co-op advertising opportunities, email PAM@Rubloff.com
- To sign up for BluePrint training classes, email gwiit@Rubloff.com. Once locations are determined, attendees will receive an email with locations and times.

Advertising schedule is subject to change.

- **LC** – indicates a LIVE virtually instructed LearnCenter class on PREA Center. To enroll in a LearnCenter class, login to PREA Center, select “Education” and “Access LearnCenter” from the left. Once on the LearnCenter page, select “Virtual Instructor Led” and select the class you wish to enroll in. (For all virtually instructed LearnCenter classes, please enroll in advance as space is limited. If a class is full, select the next available date. Participation is possible anywhere there is a telephone and a computer with high-speed Internet access.) **Classes are subject to change - for the most up-to-date times and dates, please check online in the LearnCenter.**

OCTOBER

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