

Road safety advertising calendar

| | | July 2008 | August | September | October | November | December | January 2009 | February | March | April | May | June |
|--------------------|--------------------------|-----------------------------|---------------|----------------------------------|-----------------------------|---------------------|-----------------|------------------------------|--------------------|----------------------------------|--|---------------|------------------------|
| Advertising themes | | Alcohol Intersections | Speed Fatigue | Speed Intersections Safety belts | Alcohol Fatigue | Speed Intersections | Alcohol Fatigue | Speed Intersections | Alcohol Speed | Speed Intersections Safety belts | Speed Fatigue | Alcohol Speed | Alcohol Intersections |
| | | 1 Tue | 1 Fri | 1 Mon | 1 Wed | 1 Sat | 1 Mon | 1 Thur New Year's Day | 1 Sun | 1 Sun | 1 Wed | 1 Fri | 1 Mon Queen's Birthday |
| TV | Alcohol | 2 Wed | 2 Sat | 2 Tue | 2 Thur | 2 Sun | 2 Tue | 2 Fri | 2 Mon | 2 Mon | 2 Thur | 2 Sat | 2 Tue |
| Radio | Speed | 3 Thur | 3 Sun | 3 Wed | 3 Fri | 3 Mon | 3 Wed | 3 Sat | 3 Tue | 3 Tue | 3 Fri | 3 Sun | 3 Wed |
| TV | Intersections | 4 Fri | 4 Mon | 4 Thur | 4 Sat | 4 Tue | 4 Thur | 4 Sun | 4 Wed | 4 Wed | 4 Sat | 4 Mon | 4 Thur |
| Radio | Safety belts | 5 Sat | 5 Tue | 5 Fri | 5 Sun | 5 Wed | 5 Fri | 5 Mon | 5 Thur | 5 Thur | 5 Sun | 5 Tue | 5 Fri |
| TV | Fatigue | 6 Sun School holidays start | 6 Wed | 6 Sat | 6 Mon | 6 Thur | 6 Sat | 6 Tue | 6 Fri Waitangi Day | 6 Fri | 6 Mon | 6 Wed | 6 Sat |
| Radio | | 7 Mon | 7 Thur | 7 Sun | 7 Tue | 7 Fri | 7 Sun | 7 Wed | 7 Sat | 7 Sat | 7 Tue | 7 Thur | 7 Sun |
| TV | | 8 Tue | 8 Fri | 8 Mon | 8 Wed | 8 Sat | 8 Mon | 8 Thur | 8 Sun | 8 Sun | 8 Wed | 8 Fri | 8 Mon |
| Radio | | 9 Wed | 9 Sat | 9 Tue | 9 Thur | 9 Sun | 9 Tue | 9 Fri | 9 Mon | 9 Mon | 9 Thur | 9 Sat | 9 Tue |
| | National Police campaign | 10 Thur | 10 Sun | 10 Wed | 10 Fri | 10 Mon | 10 Wed | 10 Sat | 10 Tue | 10 Tue | 10 Fri School holidays start Good Friday | 10 Sun | 10 Wed |
| | | 11 Fri | 11 Mon | 11 Thur | 11 Sat | 11 Tue | 11 Thur | 11 Sun | 11 Wed | 11 Wed | 11 Mon | 11 Thu | 11 Thur |
| | | 12 Sat | 12 Tue | 12 Fri | 12 Sun School holidays end | 12 Wed | 12 Fri | 12 Mon | 12 Thu | 12 Thu | 12 Tue | 12 Fri | 12 Sat |
| | | 13 Sun | 13 Wed | 13 Sat | 13 Mon School begins Term 4 | 13 Thur | 13 Sat | 13 Tue | 13 Fri | 13 Fri | 13 Mon Easter Monday | 13 Wed | 13 Sat |
| | | 14 Mon | 14 Thur | 14 Sun | 14 Tue | 14 Fri | 14 Sun | 14 Wed | 14 Sat | 14 Sat | 14 Tue | 14 Thu | 14 Sun |
| | | 15 Tue | 15 Fri | 15 Mon | 15 Wed | 15 Sat | 15 Mon | 15 Thur | 15 Sun | 15 Sun | 15 Wed | 15 Fri | 15 Mon |
| | | 16 Wed | 16 Sat | 16 Tue | 16 Thur | 16 Sun | 16 Tue | 16 Fri | 16 Mon | 16 Mon | 16 Thur | 16 Sat | 16 Tue |
| | | 17 Thur | 17 Sun | 17 Wed | 17 Fri | 17 Mon | 17 Wed | 17 Sat | 17 Tue | 17 Tue | 17 Fri | 17 Sun | 17 Wed |
| | | 18 Fri | 18 Mon | 18 Thur | 18 Sat | 18 Tue | 18 Thur | 18 Sun | 18 Wed | 18 Wed | 18 Sat | 18 Mon | 18 Thur |
| | | 19 Sat | 19 Tue | 19 Fri | 19 Sun | 19 Wed | 19 Fri | 19 Mon School holidays start | 19 Thur | 19 Thur | 19 Sun | 19 Tue | 19 Fri |
| | | 20 Sun School holidays end | 20 Wed | 20 Sat | 20 Mon | 20 Thur | 20 Sat | 20 Tue | 20 Fri | 20 Fri | 20 Mon | 20 Wed | 20 Sat |
| | | 21 Mon School begins Term 3 | 21 Thur | 21 Sun | 21 Tue | 21 Fri | 21 Sun | 21 Wed | 21 Sat | 21 Sat | 21 Tue | 21 Thu | 21 Sun |
| | | 22 Tue | 22 Fri | 22 Mon | 22 Wed | 22 Sat | 22 Mon | 22 Thur | 22 Sun | 22 Sun | 22 Wed | 22 Fri | 22 Mon |
| | | 23 Wed | 23 Sat | 23 Tue | 23 Thur | 23 Sun | 23 Tue | 23 Fri | 23 Mon | 23 Mon | 23 Thur | 23 Sat | 23 Tue |
| | | 24 Thur | 24 Sun | 24 Wed | 24 Fri | 24 Mon | 24 Wed | 24 Sat | 24 Tue | 24 Tue | 24 Fri | 24 Sun | 24 Wed |
| | | 25 Fri | 25 Mon | 25 Thur | 25 Sat | 25 Tue | 25 Thur | 25 Sun Christmas Day | 25 Wed | 25 Wed | 25 Sat Anzac Day | 25 Thu | 25 Sun |
| | | 26 Sat | 26 Tue | 26 Fri | 26 Sun | 26 Wed | 26 Fri | 26 Mon Boxing Day | 26 Thur | 26 Thur | 26 Sun School holidays end | 26 Mon | 26 Thu |
| | | 27 Sun | 27 Wed | 27 Sat School holidays start | 27 Mon Labour Day | 27 Thur | 27 Sat | 27 Tue School holidays end | 27 Fri | 27 Fri | 27 Mon School begins Term 2 | 27 Tue | 27 Sat |
| | | 28 Mon | 28 Thur | 28 Sun | 28 Tue | 28 Fri | 28 Sun | 28 Wed | 28 Sat | 28 Sat | 28 Tue | 28 Thu | 28 Sun |
| | | 29 Tue | 29 Fri | 29 Mon | 29 Wed | 29 Sat | 29 Mon | 29 Thur | 29 Sun | 29 Sun | 29 Wed | 29 Fri | 29 Mon |
| | | 30 Wed | 30 Sat | 30 Tue | 30 Thur | 30 Sun | 30 Tue | 30 Fri | 30 Mon | 30 Mon | 30 Thu | 30 Sat | 30 Tue |
| | | 31 Thur | 31 Sun | | 31 Fri | | 31 Wed | 31 Sat New Year's Eve | | 31 Tue | | 31 Sun | |