2012 PUBLISHING SCHEDULE

PUB. DATE **THURS**	SPECIAL ISSUES + PROMOTIONAL OPPORTUNITIES
○ JAN 12	Weddings & Occasions – Special Section
○ JAN 26	Health & Fitness for a New Year – Special Section
○ FEB 09	Valentine's Day Banner
○ FEB 23	Entrepreneurship – Special Section
○ **MAR 08**	**Eat Scene / Night Out Guide** & St. Patrick's Day Banner
○ MAR 22	Kids & Family 1 – Special Section
○ APR 05	Home & Garden – Special Section
○ APR 19	Outdoor Adventures (spring & summer) – Special Section
○ MAY 03	Mother's Day Banner
○ MAY 17	Hip Trips – Special Section
○ **MAY 31**	**Hot Spots Summer Guide** & Graduation Banner
○ JUN 14	Health & Fitness for Summer – Special Section
○ JUN 28	Pet Projects – Special Section
○ JUL 12	Where the Jobs Are – Special Section
○ JUL 26	Go Green – Special Section
○ AUG 09	Beer & Cheese – Special Section
○ AUG 23	Back To School – Special Section
○ SEPT 06	Fall Harvest – Special Section
○ SEPT 20	Autumn Outdoor Adventures – Special Section
○ OCT 04	Best Of The Chippewa Valley – Special Issue
○ OCT 18	Halloween Hauntings – Special Section
○ NOV 01	Rental Living – Special Section
○ **NOV 15**	**Holiday Handbook Guide** & Black Friday Banner
○ NOV 29	Kids & Families 2 – Special Section
○ DEC 13	Mid-Winter Travel – Special Section
○ DEC 27	New Year's Eve Banner

DEFINITIONS

Special Section:
A complete, in-magazine themed guide featuring local listings, articles, photos and more spanning anywhere from 6-18 pages.

Guide:
A stand-alone separate publication inserted into a regular issue of Volume One. A complete guide featuring local listings, articles, photos, and more spanning anywhere from 60-120 pages.

Bannered Section:
A grouping of specially priced thematic ads in an attractive layout under a large banner clearly indicating the theme of the section, 1-2 pages.

DEADLINES

Space Reservations: Special section ads are due **two** Fridays before the publication date. Ads for special pull-out books are due **three** Fridays before the publication date.

2012 ISSUE CALENDAR

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	[12]	13	14
15	16	17	18	19	20	21
22	23	24	25	[26]	27	28
29	30	31				

FEBRUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	[9]	10	11
12	13	14	15	16	17	18
19	20	21	22	[23]	24	25
26	27	28	29			

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	[8]	9	10
11	12	13	14	15	16	17
18	19	20	21	[22]	23	24
25	26	27	28	29	30	31

APRIL

S	M	T	W	T	F	S
1	2	3	4	[5]	6	7
8	9	10	11	12	13	14
15	16	17	18	[19]	20	21
22	23	24	25	26	27	28
29	30					

MAY

S	M	T	W	T	F	S
		1	2	[3]	4	5
6	7	8	9	10	11	12
13	14	15	16	[17]	18	19
20	21	22	23	24	25	26
27	28	29	30	**31**		

JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	[14]	15	16
17	18	19	20	21	22	23
24	25	26	27	[28]	29	30

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	[12]	13	14
15	16	17	18	19	20	21
22	23	24	25	[26]	27	28
29	30	31				

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	[9]	10	11
12	13	14	15	16	17	18
19	20	21	22	[23]	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	[6]	7	8
9	10	11	12	13	14	15
16	17	18	19	[20]	21	22
23	24	25	26	27	28	29
30						

OCTOBER

S	M	T	W	T	F	S
	1	2	3	[4]	5	6
7	8	9	10	11	12	13
14	15	16	17	[18]	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

S	M	T	W	T	F	S
				[1]	2	3
4	5	6	7	8	9	10
11	12	13	14	**15**	16	17
18	19	20	21	22	23	24
25	26	27	28	[29]	30	

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	[13]	14	15
16	17	18	19	20	21	22
23	24	25	26	[27]	28	29
30	31					