

# whole-lotta issues



## bowling issue

Thousands of visitors will descend upon the Salt City this spring for the U.S. Bowling Congress competition. Be sure to be included in this handy guide that will be targeting the female athletes.

Special Section Insert

Published April 6, 2011

Ad & Copy Deadline Thursday, March 17, 2011



## pets issue

Most people treat their pets like the treasured family member they are. This new issue will focus on the latest pet news, trends and even unusual pets you can take home.

Themed Issue

Published April 13, 2011

Ad & Copy Deadline Thursday, April 7, 2011



## metrospective

It's our annual historic photo issue with a twist. This year we'll use those photos to illustrate articles about the wonderfully diverse neighborhoods and suburbs Central New York has to offer.

Themed Issue

Published April 20, 2011

Ad & Copy Deadline Thursday, April 14, 2011



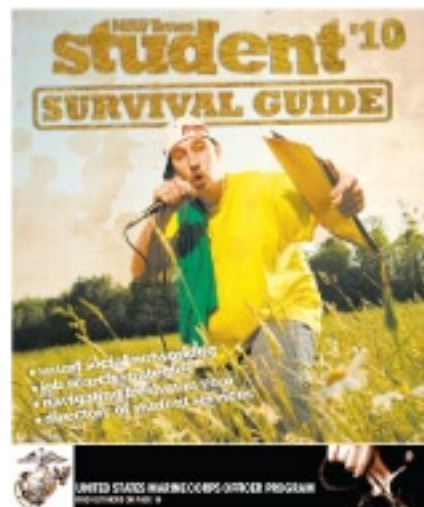
## summer times

There's nothing like a Central New York summer, and *The New Times* gives readers regional roundups and stories about summertime activities to partake of and places to visit. A handy Finger Lakes winery listing is included for those lazy but gorgeous Sunday drives.

Special Section Insert

Published June 8, 2011

Ad & Copy Deadline Thursday, May 19, 2011



## student survival

The only guide written by college students for college students. This handy publication also contains a directory that points students toward all services they will need during their years in college. This guide is distributed on all area campuses.

Special Section with Separate Distribution

Published August 24, 2011

Ad & Copy Deadline Thursday, August 4, 2011



## arts issue

For a city its size, Syracuse has an amazing wealth of cultural events, organizations and activities. This issue previews the arts season to come.

Themed Issue

Published August 31, 2011

Ad & Copy Deadline Thursday, August 25, 2011

# award-winning journalism & design

PLUS hundreds of cool things to do around the area



## autumn times

For most Central New Yorkers, fall is their favorite time of year, and for good reason. As with our other seasonal previews, we let readers know where and how to enjoy the best of the season.

Themed Issue

Published September 21, 2011

Ad & Copy Deadline Thursday, Sept. 5, 2011



## best of syracuse

Our best-read issue, and there's no wondering why. Readers vote for their favorite Syracuse goods and services, and then eagerly anticipate the results. A bonus is *The New Times* editorial department's take on hidden treasures in Central New York.

Themed Issue - Special Section Pull-Out

Published September 28, 2011

Ad & Copy Deadline Thursday, Sept. 22, 2011



## black friday

The traditional start of the holiday shopping season, Black Friday, *Syracuse New Times* style, is all about encouraging consumers to make their gift purchases locally. And when you're done shopping, we have ideas for how to celebrate the best of the season with a roundup of holiday events and activities.

Themed Issue

Published Tuesday, November 22, 2011

Ad & Copy Deadline Wednesday, Nov. 16, 2011



## winter times

Sure, it's cold and snowy, but so what! The white stuff doesn't slow Central New York down. In this annual edition we give readers ideas on how to maximize their recreational options and how to stay warm and cozy inside.

Themed Issue

Published December 7, 2011

Ad & Copy Deadline Thursday, Dec. 1, 2011

## monthly features

### oswego/fulton page

A page dedicated to our neighbors to the north. **Publishes** the third Wednesday of every month. **Deadline** is the second Thursday of every month.

### green week

Information on local efforts to be environmentally conscious. **Publishes** the third Wednesday of every month. **Deadline** is the second Thursday of every month.

### wellness page

Our readers look to us to give them the scoop on feeling their best. **Publishes** the second Wednesday of every month. **Deadline** is the first Thursday of every month.

### club wed

Everything you need to know or purchase before you tie the knot. **Publishes** six times a year, monthly, starting in October 2011. Ask your advertising representative about deadlines.

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