

2017 Ad Planner

PUBLISH DATE		DEADLINE
<input type="radio"/> Jan 4 (01)		Dec 29
<input type="radio"/> Jan 11 (02)		Jan 5
<input type="radio"/> Jan 18 (03)	Health & Fitness Issue	Jan 12
<input type="radio"/> Jan 25 (04)	Bridal Expo Program	Jan 19
<input type="radio"/> Feb 1 (05)		Jan 26
<input type="radio"/> Feb 8 (06)	Valentine's Issue /President's Day	Feb 2
<input type="radio"/> Feb 15 (07)		Feb 9
<input type="radio"/> Feb 22 (08)	The Surfing Issue	Feb 16
<input type="radio"/> Mar 1 (09)		Feb 23
<input type="radio"/> Mar 8 (10)		Mar 2
<input type="radio"/> Mar 15 (11)	Best of Santa Cruz County	Mar 1 (early)
<input type="radio"/> Mar 22 (12)		Mar 16
<input type="radio"/> Mar 29 (13)		Mar 23
<input type="radio"/> Apr 5 (14)		Mar 30
<input type="radio"/> Apr 12 (15)	Home & Garden Magazine	Mar 17 (early)
<input type="radio"/> Apr 19 (16)	Earth Day	Apr 13
<input type="radio"/> Apr 26 (17)		Apr 20
<input type="radio"/> May 3 (18)	Mother's Day Ads	Apr 27
<input type="radio"/> May 10 (19)	The Nexties/ Food & Drink Magazine	Apr 12 (early - FD)
<input type="radio"/> May 17 (20)		May 11
<input type="radio"/> May 24 (21)	Memorial Day	May 18
	Redwood Mt Faire Program	May 18
<input type="radio"/> May 31 (22)		May 25
<input type="radio"/> June 7 (23)	Visitor Guide	May 3 (early - VG)
<input type="radio"/> June 14 (24)		Jun 8
<input type="radio"/> June 21 (25)	Garden Faire Program	Jun 15
	Father's Day Ads/Graduation	
<input type="radio"/> June 28 (26)	Fourth of July	June 22

Customer: _____

Size: _____ Frequency: _____ Dates: _____ (as per contract): _____

PUBLISH DATE		DEADLINE
<input type="radio"/> July 5 (27)	The Green Issue	Jun 29
<input type="radio"/> July 12 (28)		July 6
<input type="radio"/> July 19 (29)	Burger Week	July 13
<input type="radio"/> July 26 (30)		July 20
<input type="radio"/> Aug 2 (31)	Health & Fitness Issue	July 27
<input type="radio"/> Aug 9 (32)	Senior Project Mag	July 5 (early)
<input type="radio"/> Aug 16 (33)		Aug 10
<input type="radio"/> Aug 23 (34)		Aug 17
<input type="radio"/> Aug 30 (35)	Labor Day Weekend	Aug 24
<input type="radio"/> Sept 6 (36)		Aug 31
<input type="radio"/> Sept 13 (37)		Sept 7
<input type="radio"/> Sept 20 (38)	Fashion Issue/ Dilated Pupil	Aug 23 (early - DP)
<input type="radio"/> Sept 27 (39)	Open Studios Official Artist Guide	Aug 10 (early - OS)
<input type="radio"/> Oct 4 (40)	Women in Business Profiles	Sept 28
<input type="radio"/> Oct 11 (41)	SC Restaurant Week	Sept 21 (early)
<input type="radio"/> Oct 18 (42)		Oct 12
<input type="radio"/> Oct 25 (43)	Halloween	Oct 19
<input type="radio"/> Nov 1 (44)		Oct 26
<input type="radio"/> Nov 8 (45)		Nov 2
<input type="radio"/> Nov 15 (46)		Nov 9
<input type="radio"/> Nov 22 (47)	Holiday Gift Guide /Thanksgiving	Oct 30 (early)
<input type="radio"/> Nov 29 (48)		Nov 23
<input type="radio"/> Dec 6 (49)	Holiday Gift Guide	Nov 30
<input type="radio"/> Dec 13 (50)		Dec 7
<input type="radio"/> Dec 20 (51)	Christmas Day/ Year in Review	Dec 14
<input type="radio"/> Dec 27 (52)	New Years Day	Dec 21

Key: **Red** = Editorial Issue/Cover Story **Blue** = Magazines/Programs
Purple = Profiles **Gray** = Holiday
Orange = Healthy Living & Good Taste Weeks

NOTE: magazines deadline well in advance



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