

# 2018 Ad Planner

PUBLISH DATE		DEADLINE
<input type="radio"/> Jan 3 (01)		Dec 28
<input type="radio"/> Jan 10 (02)		Jan 4
<input type="radio"/> Jan 17 (03)	<b>Health &amp; Fitness Issue</b>	Jan 11
<input type="radio"/> Jan 24 (04)	<b>Bridal Expo Program</b>	Jan 18
<input type="radio"/> Jan 31 (05)		Jan 25
<input type="radio"/> Feb 7 (06)	<b>Valentine's Issue</b> /President's Day	Feb 1
<input type="radio"/> Feb 14 (07)		Feb 8
<input type="radio"/> Feb 21 (08)	<b>Burger Week</b>	Feb 15
<input type="radio"/> Feb 28 (09)		Feb 22
<input type="radio"/> Mar 7 (10)		Mar 1
<input type="radio"/> Mar 14 (11)		Feb 28 (early)
<input type="radio"/> Mar 21 (12)		Mar 15
<input type="radio"/> Mar 28 (13)	<b>Best of Santa Cruz County</b>	Mar 22
<input type="radio"/> Apr 4 (14)		Mar 29
<input type="radio"/> Apr 11 (15)		Apr 5
<input type="radio"/> Apr 18 (16)	Earth Day/ <b>Home &amp; Garden Magazine</b>	Mar 15 (H&G)
<input type="radio"/> Apr 25 (17)		Apr 19
<input type="radio"/> May 2 (18)		Apr 26
<input type="radio"/> May 9 (19)	Mother's Day Ads	May 3
<input type="radio"/> May 16 (20)		Apr 18
<input type="radio"/> May 23 (21)	Memorial Day	May 17
<input type="radio"/> May 30 (22)	<b>Visitor Guide</b>	May 3
<input type="radio"/> June 6 (23)		May 11
<input type="radio"/> June 13 (24)	Father's Day Ads/Graduation <b>Garden Faire Program</b>	Jun 7
<input type="radio"/> June 20 (25)		Jun 14
<input type="radio"/> June 27 (26)	Fourth of July	Jun 21

Customer: \_\_\_\_\_

Size: \_\_\_\_\_ Frequency: \_\_\_\_\_ Dates: \_\_\_\_\_ (as per contract): \_\_\_\_\_

PUBLISH DATE		DEADLINE
<input type="radio"/> July 4 (27)	<b>The Green Issue/ Food &amp; Drink Magazine</b>	Jun 7
<input type="radio"/> July 11 (28)		July 5
<input type="radio"/> July 18 (29)		July 12
<input type="radio"/> July 25 (30)		July 19
<input type="radio"/> Aug 1 (31)	<b>Health &amp; Fitness Issue</b>	July 26
<input type="radio"/> Aug 8 (32)		Aug 3
<input type="radio"/> Aug 15 (33)	<b>Senior Project Magazine</b>	July 13 (SP)
<input type="radio"/> Aug 22 (34)		Aug 16
<input type="radio"/> Aug 29 (35)	Labor Day Weekend	Aug 23
<input type="radio"/> Sept 5 (36)		Aug 30
<input type="radio"/> Sept 12 (37)		Sept 6
<input type="radio"/> Sept 19 (38)	<b>Fashion Issue</b>	Sept 13
<input type="radio"/> Sept 26 (39)	<b>Open Studios Official Artist Guide</b> <b>Dilated Pupil</b>	Aug 15 (early - OS) Aug 29 (early - DP)
<input type="radio"/> Oct 3 (40)	<b>Women in Business Profiles</b>	Sept 27
<input type="radio"/> Oct 10 (41)	<b>SC Restaurant Week</b>	Sept 20 (early)
<input type="radio"/> Oct 17 (42)		Oct 11
<input type="radio"/> Oct 24 (43)	Halloween	Oct 18
<input type="radio"/> Oct 31 (44)		Oct 25
<input type="radio"/> Nov 7 (45)		Nov 1
<input type="radio"/> Nov 14 (46)		Nov 8
<input type="radio"/> Nov 21 (47)	<b>Holiday Gift Guide</b> /Thanksgiving	Oct 25 (HGG)
<input type="radio"/> Nov 28 (48)		Nov 22
<input type="radio"/> Dec 5 (49)	<b>Holiday Gift Guide</b>	Nov 29
<input type="radio"/> Dec 12 (50)		Dec 6
<input type="radio"/> Dec 19 (51)	Christmas Day/ <b>Year in Review</b>	Dec 13
<input type="radio"/> Dec 26 (52)	New Years Day	Dec 20

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



107 Dakota Avenue, CA 95060  
831.458.1100