

2019 Ad Planner

| PUBLISH DATE | | DEADLINE |
|------------------------------------|---|------------------------------|
| <input type="radio"/> Jan 2 (01) | | Dec 27 |
| <input type="radio"/> Jan 9 (02) | | Jan 3 |
| <input type="radio"/> Jan 16 (03) | | Jan 10 |
| <input type="radio"/> Jan 23 (04) | Bridal Expo Program | Jan 17 |
| <input type="radio"/> Jan 30 (05) | Health & Fitness Issue | Jan 24 |
| | | |
| <input type="radio"/> Feb 6 (06) | Valentine's Issue /President's Day | Jan 31 |
| <input type="radio"/> Feb 13 (07) | | Feb 7 |
| <input type="radio"/> Feb 20 (08) | Burger Week | Feb 14 |
| <input type="radio"/> Feb 27 (09) | | Feb 21 |
| | | |
| <input type="radio"/> Mar 6 (10) | | Feb 28 |
| <input type="radio"/> Mar 13 (11) | | Mar 7 |
| <input type="radio"/> Mar 20 (12) | | Mar 14 |
| <input type="radio"/> Mar 27 (13) | Best of Santa Cruz County | Mar 21 |
| | | |
| <input type="radio"/> Apr 3 (14) | | Mar 28 |
| <input type="radio"/> Apr 10 (15) | | Apr 4 |
| <input type="radio"/> Apr 17 (16) | | Apr 11 |
| <input type="radio"/> Apr 24 (17) | Earth Day | Apr 18 |
| | | |
| <input type="radio"/> May 1 (18) | Home & Garden Magazine | Apr 25/ H&G Apr 8 |
| <input type="radio"/> May 8 (19) | Mother's Day Ads | May 2 |
| <input type="radio"/> May 15 (20) | | May 9 |
| <input type="radio"/> May 22 (21) | Memorial Day | May 16 |
| <input type="radio"/> May 29 (22) | | May 23 |
| | | |
| <input type="radio"/> June 5 (23) | Visitor Guide | May30/ VGMay10 |
| <input type="radio"/> June 12 (24) | Father's Day Ads/Graduation | Jun 6 |
| <input type="radio"/> June 19 (25) | | Jun 13 |
| <input type="radio"/> June 26 (26) | Fourth of July | June 20 |

Customer: _____

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

| PUBLISH DATE | | DEADLINE |
|------------------------------------|---|------------------------------|
| <input type="radio"/> July 3 (27) | The Green Issue | Jun 27 |
| <input type="radio"/> July 10 (28) | Food & Drink Magazine | July 4/ F&D Jun 7 |
| <input type="radio"/> July 17(29) | | July 11 |
| <input type="radio"/> July 24 (30) | | July 18 |
| <input type="radio"/> July 31 (31) | | July 25 |
| | | |
| <input type="radio"/> Aug 7 (32) | Health & Fitness Issue | Aug 1 |
| <input type="radio"/> Aug 14 (33) | Senior Project Magazine | Aug 8/ SP July 12 |
| <input type="radio"/> Aug 21 (34) | | Aug 15 |
| <input type="radio"/> Aug 28 (35) | Labor Day Weekend | Aug 22 |
| | | |
| <input type="radio"/> Sept 4 (36) | | Aug 29 |
| <input type="radio"/> Sept 11 (37) | | Sept 5 |
| <input type="radio"/> Sept 18 (38) | Fashion Issue / | Sept 12 |
| | Open Studios Official Artist Guide | OSG Aug 14 |
| <input type="radio"/> Sept 25 (39) | Student Guide | Sept19/ SGAug28 |
| | | |
| <input type="radio"/> Oct 2 (40) | | Sept 26 |
| <input type="radio"/> Oct 9 (41) | | Oct 3 |
| <input type="radio"/> Oct 16 (42) | SC Restaurant Week | Oct 10 |
| <input type="radio"/> Oct 23 (43) | Halloween | Oct 17 |
| <input type="radio"/> Oct 30 (44) | Women in Business Profiles | Oct 24 |
| | | |
| <input type="radio"/> Nov 6 (45) | | Oct 31 |
| <input type="radio"/> Nov 13 (46) | | Nov 7 |
| <input type="radio"/> Nov 20 (47) | Holiday Gift Guide /Thanksgiving | Nov14/ HGGOct24 |
| <input type="radio"/> Nov 27 (48) | | Nov 21 |
| | | |
| <input type="radio"/> Dec 4 (49) | Holiday Gift Guide | Nov 28 |
| <input type="radio"/> Dec 11 (50) | Think Local First Guide | Dec 5/ TLF Nov 8 |
| <input type="radio"/> Dec 18 (51) | Christmas Day/ Year in Review | Dec 12 |
| <input type="radio"/> Dec 25 (52) | New Years Day | Dec 19 |

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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