

2021 Ad Planner

Customer: _____

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

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

PUBLISH DATE		DEADLINE
<input type="radio"/> July 7 (28)	The Green Issue Fourth of July	Jun 1
<input type="radio"/> July 14 (29)	Food & Drink Magazine	July 7/ Jun 18
<input type="radio"/> July 21 (30)		July 15
<input type="radio"/> July 28 (31)		July 21
<input type="radio"/> Aug 4 (32)	Health & Fitness Issue	Jul 29
<input type="radio"/> Aug 11 (33)	Cannabis Chronicle	Aug 5/ Jul 16
<input type="radio"/> Aug 18 (34)		Aug 12
<input type="radio"/> Aug 25 (35)	50 Up Magazine	Aug 19 / Jul 30
<input type="radio"/> Sept 1 (36)	Labor Day	Aug 26
<input type="radio"/> Sept 8 (37)	Open Studios	Sep 2/ Aug 13
<input type="radio"/> Sept 15 (38)	Fashion Issue	Sep 9
<input type="radio"/> Sept 22 (39)	Student Guide Magazine	Sep 16/ Aug 27
<input type="radio"/> Sept 29 (40)		Sep 23
<input type="radio"/> Oct 6 (41)		Sep 30
<input type="radio"/> Oct 13 (42)	SC Restaurant Week	Oct 7
<input type="radio"/> Oct 20 (43)		Oct 14
<input type="radio"/> Oct 27 (44)	Women in Business Profiles / Halloween	Oct 21
<input type="radio"/> Nov 3 (45)		Oct 28
<input type="radio"/> Nov 10 (46)		Nov 4
<input type="radio"/> Nov 17 (47)		Nov 11
<input type="radio"/> Nov 24 (48)	Holiday Gift Guide / Thanksgiving	Nov 18 / Oct 29
<input type="radio"/> Dec 1 (49)		Nov 25
<input type="radio"/> Dec 8 (50)	Think Local First Guide/HGG	Dec 2 / TLF Nov 12
<input type="radio"/> Dec 15 (51)	Cannabis Chronicle	Dec 9/ Nov 24
<input type="radio"/> Dec 22 (52)	Christmas	Dec 16
<input type="radio"/> Dec 29 (2201)	Year in Review	Dec 16

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



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