

# 2023 Ad Planner

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

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

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

PUBLISH DATE		DEADLINE
<input type="radio"/> July 5 (27)		Jun 29
<input type="radio"/> July 12 (28)	<b>The Green Issue</b>	July 6
<input type="radio"/> July 19 (29)		July 13
<input type="radio"/> July 26 (30)	<b>Food &amp; Drink</b>	July 20/ <b>July 6</b>
<input type="radio"/> Aug 2 (31)		Jul 27
<input type="radio"/> Aug 9 (32)	<b>Health&amp;Fitness/ HealthProfiles</b>	Aug 3
<input type="radio"/> Aug 16 (33)		Aug 10
<input type="radio"/> Aug 23 (34)	<b>50 Up</b>	Aug 17
<input type="radio"/> Aug 30 (35)		Aug 24
<input type="radio"/> Sept 6 (36)	Labor Day	Aug 31
<input type="radio"/> Sept 13 (37)	<b>Open Studios/ Best of Handbook</b>	Sep 8/ <b>Aug 11</b>
<input type="radio"/> Sept 20(38)		Sep 14
<input type="radio"/> Sept 27 (39)	<b>Fashion Issue/ Student Guide Magazine</b>	Sep 21/ <b>Sept 7</b>
<input type="radio"/> Oct 4 (40)	<b>Women in Business Profiles</b>	Sep 28
<input type="radio"/> Oct 11 (41)		Oct 5
<input type="radio"/> Oct 18 (42)	<b>SC Restaurant Week</b>	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 17 (47)	<b>Holiday Gift Guide /</b> Thanksgiving	Nov 16 / <b>Oct 20</b>
<input type="radio"/> Nov 29 (48)		Nov 23
<input type="radio"/> Dec 6 (49)	<b>Holiday Gift Guide</b>	Nov 30
<input type="radio"/> Dec 13 (50)	<b>Think Local First Guide</b>	Dec 7/ <b>TLF Nov23</b>
<input type="radio"/> Dec 20 (51)	<b>Cannabis Chronicle</b>	Dec 14/ <b>Nov 22</b>
<input type="radio"/> Dec 27 (52)	Christmas/ <b>Year in Review</b>	Dec 21

Key: **Red** = Editorial Issue/Cover Story **Blue** = Magazine **Purple** = Profiles



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