

2024 Ad Planner

Customer: _____

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

PUBLISH DATE	DEADLINE/PRINT
<input type="radio"/> JAN 3 (01)	DEC 16
<input type="radio"/> JAN 10 (02)	JAN 4
<input type="radio"/> JAN 17 (03)	JAN 11
<input type="radio"/> JAN 24 (04) Health & Fitness / Healthy Professionals	JAN 18
<input type="radio"/> JAN 31 (05)	JAN 25
<input type="radio"/> FEB 7 (06)	FEB 1
<input type="radio"/> FEB 14 (07)	FEB 8
<input type="radio"/> FEB 21 (08) Burger Week / President's Day	FEB 15
<input type="radio"/> FEB 28 (09)	FEB 22
<input type="radio"/> MAR 6 (10)	FEB 29
<input type="radio"/> MAR 13 (11)	MAR 7
<input type="radio"/> MAR 20 (12)	MAR 14
<input type="radio"/> MAR 27 (13) Best Of Magazine	MAR 21/MAR 14
<input type="radio"/> APR 3 (14)	MAR 28
<input type="radio"/> APR 10 (15) Spring Home & Garden	APR 4
<input type="radio"/> APR 17 (16) Earth Day	APR 11
<input type="radio"/> APR 24 (17)	APR 18
<input type="radio"/> MAY 1 (18)	APR 25
<input type="radio"/> MAY 8 (19) Mother's Day	MAY 2
<input type="radio"/> MAY 15 (20) Food & Drink	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) Graduation	MAY 30
<input type="radio"/> JUNE 12 (24) Visitors Guide / Father's Day	JUN 6 / MAY 30
<input type="radio"/> JUNE 19 (25)	JUN 13
<input type="radio"/> JUNE 26 (26) Health & Fitness / Healthy Professionals	JUN 20

PUBLISH DATE	DEADLINE/PRINT
<input type="radio"/> JULY 3 (27) Independent Day / Fourth of July	JUN 27
<input type="radio"/> JULY 10 (28)	JUL 3
<input type="radio"/> JULY 17 (29) 50 Up	JUL 11
<input type="radio"/> JULY 24 (30)	JUL 18
<input type="radio"/> JULY 31 (31)	JUL 25
<input type="radio"/> AUG 7 (32) Pets / Fall Home and Garden	AUG 1
<input type="radio"/> AUG 14 (33)	AUG 8
<input type="radio"/> AUG 21 (34)	AUG 15
<input type="radio"/> AUG 28 (35) Best of SC Replay / Summer Real Estate	AUG 22
<input type="radio"/> SEPT 4 (36) Labor Day	AUG 29
<input type="radio"/> SEPT 11 (37) Open Studios	SEP 5 / AUG 29
<input type="radio"/> SEPT 18 (38)	SEP 12
<input type="radio"/> SEPT 25 (39) Student Guide	SEP 19
<input type="radio"/> OCT 2 (40) Women in Business Profiles	SEP 26
<input type="radio"/> OCT 9 (41)	OCT 3
<input type="radio"/> OCT 16 (42)	OCT 10
<input type="radio"/> OCT 23 (43) Restaurant Week	OCT 17
<input type="radio"/> OCT 30 (44) Fall Real Estate / Halloween	OCT 24
<input type="radio"/> NOV 6 (45) Santa Cruz Gives	OCT 31
<input type="radio"/> NOV 13 (46)	NOV 7
<input type="radio"/> NOV 20 (47) Holiday Gift Guide / Santa Cruz Gives	NOV 14 / NOV 7
<input type="radio"/> NOV 27 (48) Thanksgiving	NOV 21
<input type="radio"/> DEC 4 (49) Holiday Gift Guide	NOV 28
<input type="radio"/> DEC 11 (50)	DEC 5
<input type="radio"/> DEC 18 (51)	DEC 12
<input type="radio"/> DEC 25 (52) Think Local First Magazine / Christmas	DEC 19

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



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