

La Jolla Village News
Weekly

Beach & Bay Press
Bi-Weekly

Peninsula Beacon
Bi-Weekly

JANUARY							FEBRUARY							MARCH							APRIL						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7				1	2	3	4					1	2	3	1	2	3	4	5	6	7
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10	8	9	10	11	12	13	14
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17	15	16	17	18	19	20	21
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24	22	23	24	25	26	27	28
29	30	31					26	27	28	29				25	26	27	28	29	30	31	29	30					

MAY							JUNE							JULY							AUGUST						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5						1	2	1	2	3	4	5	6	7				1	2	3	4
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31	

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
						1		1	2	3	4	5	6					1	2	3							1
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
30																					30	31					

Promotional Calendar

January * 2012 Resolutions, NFL, Restaurant Week

February * Top Romantic Locations, Hidden Treasures, Super Bowl, Museum Month

March * Spring Fashion, Spring Camps, Progress Report

April * Urban Gardens/Green Living

May * Spring Festivals

June * Summer Camps, Summer Festivals

July * Star Spangled Summer

August * Travel/Vacations

September * NFL, Fall Fashion, H2O Activies

October * Oktoberfest, Fall Festivals

November * Holiday Entertaining

December * Gift Guides, Holiday Parades & Events



2012 MONTHLY PROMO CALENDAR

Monthly Promotion Customized For: _____

Dining Out

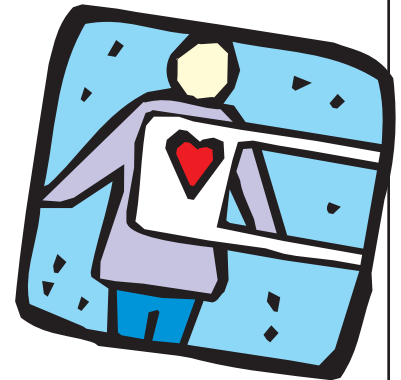
- January 5
- February 2
- March 1
- April 5
- May 3
- June 7
- July 5
- August 2
- September 6
- October 4
- November 1
- December 6



1st week of every month

Health & Beauty

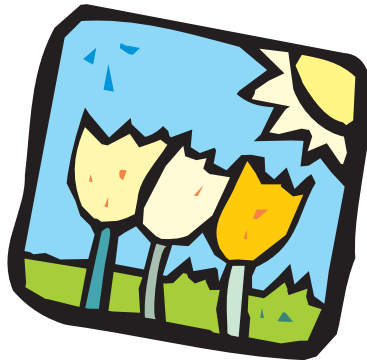
- January 12
- February 9
- March 8
- April 12
- May 10
- June 14
- July 12
- August 9
- September 13
- October 11
- November 8
- December 13



2nd week of every month

Home & Garden / Business & Finance

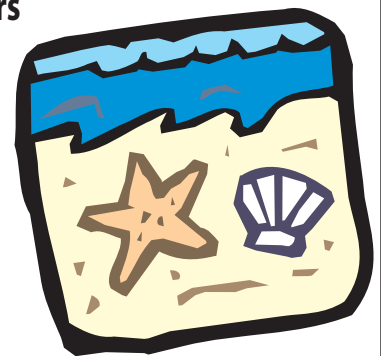
- January 19
- February 16
- March 15
- April 19
- May 17
- June 21
- July 19
- August 16
- September 20
- October 18
- November 15
- December 20



3rd week of every month

Spotlight on Seniors

- January 26
- February 23
- March 22
- April 26
- May 24
- June 28
- July 26
- August 23
- September 27
- October 25
- November 22



4th week of every month

*1/10 Size Ad or Larger

Deadline is one week prior to publication date.

Call to Reserve Space Today
858 270-3103

Meet Your Professional

- March 29
- May 31
- August 30
- November 29



4 times a year

FREE* Advertorial with Ad Purchase!

*Purchase an ad (1/10 or larger) and receive a 150 word article about your business or service in these monthly sections! Your business will be displayed with other like businesses for added visibility and readership. Double your exposure with a professionally designed ad along with a well written article! Meet Your Professional is published on 5th week (4 times per year) and is an "advertorial" opportunity to promote your business and staff with an insertion article.



SAN DIEGO COMMUNITY NEWSPAPER GROUP
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2012 SEASONAL ADVERTISING CALENDAR

January	February	March
<input type="checkbox"/> Dining Out* 5 <input type="checkbox"/> Health & Beauty* 12 <input type="checkbox"/> Business & Finance*/ Home & Garden 19 <input type="checkbox"/> Senior Focus* 26 Monthly Feature: Health, Mind & Body	<input type="checkbox"/> Dining Out* 2 <input type="checkbox"/> Health & Beauty * 9 <input type="checkbox"/> Business & Finance*/ Home & Garden 16 <input type="checkbox"/> Senior Focus* 23 Monthly Feature: Home/Garden Improvement	<input type="checkbox"/> Dining Out * 1 <input type="checkbox"/> Health & Beauty * 8 <input type="checkbox"/> Business & Finance*/ Home & Garden 15 <input type="checkbox"/> Senior Focus* 22 <input type="checkbox"/> Meet Your Professional 29 Monthly Feature: La Jolla Readers Choice: Restaurants Spring Break/Summer Camps
April	May	June
<input type="checkbox"/> Dining Out* 5 <input type="checkbox"/> Health & Beauty & Fashion* 12 <input type="checkbox"/> Home & Garden 19 <input type="checkbox"/> Senior Focus* 26 Monthly Feature: Spring Break/Summer Camps Beacon Readers Choice: OB Restaurants	<input type="checkbox"/> Dining Out* 3 <input type="checkbox"/> Health & Beauty* 10 <input type="checkbox"/> Home & Garden 17 <input type="checkbox"/> Senior Focus* 24 <input type="checkbox"/> Meet Your Professional 31 Monthly Feature: Summer Vacation/Camps OB 125th Anniversary	<input type="checkbox"/> Dining Out* 7 <input type="checkbox"/> Health & Beauty * 14 <input type="checkbox"/> Home & Garden / OB St. Fair Special 21 <input type="checkbox"/> Senior Focus* 28 <input type="checkbox"/> LJVN/BBP/BCN Visitor Guides Monthly Feature: Summer Camps Beacon Readers Choice: Pt. Loma
July	August	September
<input type="checkbox"/> Dining Out* 5 <input type="checkbox"/> Health & Beauty * 12 <input type="checkbox"/> Business & Finance*/ Home & Garden 19 <input type="checkbox"/> Senior Focus* 26 Monthly Feature: Staycations / Summer Camps La Jolla Readers Choice: Retail	<input type="checkbox"/> Dining Out* 2 <input type="checkbox"/> Health & Beauty* 9 <input type="checkbox"/> Business & Finance*/ Home & Garden 16 <input type="checkbox"/> Senior Focus* 23 <input type="checkbox"/> Meet Your Professional 30 Monthly Feature: Working Women Today Beach & Bay Readers Choice	<input type="checkbox"/> Dining Out * 6 <input type="checkbox"/> Health & Beauty * 13 <input type="checkbox"/> Business & Finance*/ Home & Garden 20 <input type="checkbox"/> Senior Focus* 27 Monthly Feature: Fall NFL Kick-Off Beacon Readers Choice: OB Retail
October	November	December
<input type="checkbox"/> Dining Out* 4 <input type="checkbox"/> Health & Beauty* 11 <input type="checkbox"/> Business & Finance*/ Home & Garden 18 <input type="checkbox"/> Senior Focus* 25 Monthly Feature: Beach & Bay Press: Beach Fest	<input type="checkbox"/> Dining Out* 1 <input type="checkbox"/> Health & Beauty* 8 <input type="checkbox"/> Business & Finance*/ Home & Garden 15 <input type="checkbox"/> Senior Focus* 22 <input type="checkbox"/> Meet Your Professional 29 Monthly Feature: Holiday Happenings	<input type="checkbox"/> Dining Out* / La Jolla Parade Guide 6 <input type="checkbox"/> Health & Beauty* 13 <input type="checkbox"/> Business & Finance*/ Home & Garden 20 Monthly Feature: Holiday Gift Guide La Jolla Parade Program

* Free Advertorial with purchase of ad in these sections--Ask your advertising representative for details.

2012 Holiday Calendar

New Year's Day Jan 1	Easter April 8	Independence Day July 4	Election Day Nov 6
Martin Luther King Day Jan 16	Cinco de Mayo May 5	Labor Day Sep 3	Veterans Day Nov 11
St. Valentine's Day Feb 14	Mother's Day May 13	Rosh Hashanah Sep 17	Thanksgiving Nov 22
President's Day Feb 20	Memorial Day May 28	Yom Kippur Sep 26	Hanukkah Dec 9
St. Patrick's Day March 17	Flag Day June 14	First day of Autumn Sep 22	First Day of Winter Dec 21
First day of Spring March 20	Father's Day June 17	Columbus Day Oct 8	Christmas Dec 25
Passover April 7	First Day of Summer June 20	Halloween Oct 31	New Year's Eve Dec 31



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