



# 2014 SPECIAL SECTION AD PLANNER

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Client:

Acct Exec:

Size:

Frequency:

Contract start date:

Publish Date

☐ JAN 1

☐ JAN 8

☒ JAN 15 **HEALTH & FITNESS & SPA GUIDE**

☐ JAN 22

☐ JAN 29

☒ FEB 5 **SEX & VALENTINES** /Valentine's Day

☐ FEB 12

☐ FEB 19

☐ FEB 26

☐ MAR 5

☒ MAR 12 **RESTAURANT WEEK** /St. Patrick's Day

☒ MAR 19 **BEST OF THE NORTH BAY**

☐ MAR 26 **PHOTO FINISH: BEST OF WINNERS**

☒ APR 2 **SPRING LITERATURE** /Easter/Spring Break

☐ APR 9 **BUSINESS PROFILES**

☒ APR 16 **THE RESIDENT TOURIST GUIDE**

☐ APR 23

☐ APR 30 Mother's Day/Cinco De Mayo

☐ MAY 7

☐ MAY 14

☒ MAY 21 **HOT SUMMER GUIDE/ART & RECREATION**/Memorial Day

☐ MAY 28

☒ JUNE 4 **LIFESTYLE ISSUE**

☒ JUNE 11 **GREEN ISSUE** /Father's Day

☐ JUNE 18 **SUMMER BIENNIAL POCKET GUIDE**

☐ JUNE 25 **STAYCATIONS** /4th of July

Publish Date

☐ JULY 2

☐ JULY 9 **NORBAYS EVENT**

☒ JULY 16 **NORBAYS WINNERS**

☒ JULY 23 **FOOD & WINE GUIDE**

☐ JULY 30

☐ AUG 6

☒ AUG 13 **CREATIVE PARENTING**

☐ AUG 20 **BUSINESS PROFILES**

☒ AUG 27 **FALL ARTS** /Labor Day

☐ SEPT 3

☐ SEPT 10

☒ SEPT 17 **BEER ISSUE**

☐ SEPT 24

☐ OCT 1 Columbus Day

☐ OCT 8 **BEST OF HANDBOOK/2015 BEST OF BALLOT #1** (digital thru Dec 12 & print)

☒ OCT 15 **FALL LITERATURE/JAVA JIVE**

☐ OCT 22

☐ OCT 29 **NONPROFIT GUIDE/BEST OF BALLOT #2** (print)/ Halloween

☒ NOV 5 Veteran's Day/**BOHO AWARDS**

☒ NOV 12 **HOLIDAY ARTS/GIFT GUIDE**

☐ NOV 19 **GIFT GUIDE** /Thanksgiving

☒ NOV 26 **GIFT GUIDE /WINTER BIENNIAL POCKET GUIDE**

☒ DEC 3 **SHOP LOCAL/GIFT GUIDE**

☐ DEC 10 **GIFT GUIDE**

☐ DEC 17 Christmas

☒ DEC 24 **NYE GUIDE** /NYE

☐ DEC 31

Key: ● = Editorial Issue ● = Holiday/Event E = Editorial Participation