

# 2022 Media Calendar



## MEDIA DEADLINES

*Product* \_\_\_\_\_ *Ads due by* \_\_\_\_\_ *Release date*

### Digital Advertising - Facebook/Instagram, E-News & other

Send all content by the 1st of months booked for digital advertising.

### Print: Pocket Guide

Summer 2022	May 1	~Jun 1
Winter 2022/23	Nov 1	~Dec 1

Ad specifications and more details at [gocalocal.coop/pocketguide22](http://gocalocal.coop/pocketguide22)

### Print: Made Local Magazine

Mar/Apr 2022	Feb 4	~Mar 1
May/June 2022	Apr 8	~May 1
Jul/Aug 2022	Jun 10	~Jul 1
Sep/Oct 2022	Aug 11	~Sep 1
Nov/Dec 2022	Oct 14	~Nov 8

Ad specifications and more details at [madelocalmagazine.com/ad-info](http://madelocalmagazine.com/ad-info)

### Print: Holiday Direct Mail Magazine

Nov 2022	Oct 15	~Nov 20
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Ad specifications and more details at [gocalocal.coop/pocketguide22](http://gocalocal.coop/pocketguide22)

### Outdoor Digital

Apr	Mar 15	4/4/22 - 5/1/22 (SB)
May/June	May 15	5/23/22 - 6/19/22 (NB)
September	Aug 20	8/29/22 - 9/25/22 (SB)
November	Oct 25	11/7/22 - 12/4/22 (NB)

Ad specifications at [gocalocal.coop/outdoor](http://gocalocal.coop/outdoor)

### Broadcast Radio

Plan for spots to be booked, scripted, and recorded at least 3 weeks prior to runs.



More info at [gocalocal.coop/media](http://gocalocal.coop/media)

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