

# Times Journal

## 2010 Advertising Planner

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www.timesjournalonline.com

### JANUARY

6	Month of January - Buy 1 ad get 1 Free/Buy 2 ads get 2 Free	
13	"Go Local" Ad campaign	
20		* Jan. 1 New Year's Day
27		* Jan 18 Martin Luther King Day * Jan. 15 Progress Form/ Ad Deadline

### FEBRUARY

3	National Boy Scout Week sponsor ad	
10	Go Local ad campaign	
17	Bridal Section - full rate	* Feb. 14 Valentine's Day
24	Progress Edition/TJ combo rates/Special Sections	* Feb. 15 - Presidents Day
24	Bridal Section - 25% Discount 2nd week	*Feb. 24 Progress Edition 23,000 mailed

### MARCH

3		
10	National Girl Scout Week sponsor ad	
10	Go Local ad campaign	
10	Home Improvement Section - full rate	
10	Where's Peter Cottontail promo - 10%	
17	Maple Weekend page	
17	Where's Peter Cottontail promo - 20%	
17	Home Improvement Section - 20%	
24	Maple Weekend page - 25%	
24	Where's Peter Cottontail promo - 30%	
24	Home Improvement Section - 30%	* March 17 - St. Patrick's Day
24	Legacy of Love Sponsor Ad	*Community Services Directory Cover deadline March 19, ad deadline March 26
31	Where's Peter Cottontail promo 40%	
31	Home Improvement - 30%	

### APRIL

7		
14	Go Local ad campaign	
14	Automotive Section - full rate	
21	Automotive Section - 20%	
21	Community Services Directory inserted	* April 4 - Easter
28	Automotive Section - 30%	*Summer Travelogue Cover deadline April 30, ad deadline May 7

### MAY

5	Automotive Section - 30%	
5	Lawn and Garden Section - full rate	
12	Go Local ad campaign	
12	Lawn and Garden Section - 20%	
19	Lawn and Garden Section - 30%	
26	Summer Travelogue inserted	* May 9 - Mother's Day
26	Memorial Day Sponsor ad	* May 31 - Memorial Day

\* Dates are tentative and subject to change.

## JUNE

- 2 Marathon for a Better Life sponsor ad
- 9 Go Local ad campaign
- 9 Stamford Flag Day sponsor ad
- 16 Salute to Agriculture special section
- 23
- 30 Grad Tab Inserted

*\* June 20 - Father's Day*  
*\*Fair Book ad deadline June 18*

## JULY

- 7
- 14 Go Local ad campaign
- 14 \*Fair book inserted
- 21
- 21

*\* July 4 - Independence Day*  
*\*Fall Travelogue ad deadline August 6*  
*cover deadline July 30*

## AUGUST

- 4 Antiques Everywhere
- 11 Go Local ad campaign
- 18
- 25

## SEPTEMBER

- 1 Fall/Winter Travelogue inserted
- 1 Back to school sponsor ad
- 8 Go Local ad campaign
- 8 Home Improvement Section - Full
- 15 Home Improvement Section - 20%
- 22 Home Improvement Section - 30%
- 22 Hunting Guide Inserted
- 22 Stamford Scarecrow Festival
- 29 Home Improvement Section - 30%

*\* September 6 - Labor Day*

## OCTOBER

- 6 Automotive Section
- 6 National Fire Prevention sponsor ad
- 13 Go Local ad campaign
- 13 Automotive Section - 20%
- 20 Automotive Section - 30%
- 27 Automotive Section - 30%

*\* October 11 - Columbus Day*  
*\* October 31 - Halloween*  
*\*Cookbook cover deadline October 12, ad deadline October 15*

## NOVEMBER

- 3
- 10 Go Local ad campaign
- 10 Veterans Day sponsor ad
- 17 Cookbook inserted
- 24 Snow Guide inserted
- 24 Where's Santa promo starts

*\* November 2 - Election Day*  
*\* November 11 - Veterans Day*  
*\* November 25 - Thanksgiving*

## DECEMBER

- 1 Where's Santa promo - 15%
- 8 Go Local ad campaign
- 8 Where's Santa promo - 20%
- 15 Where's Santa promo - 30%
- 22 Where's Santa promo - 30%
- 22 Holiday Greetings
- 29 New Year Greeting - 50% (combo rate)

*\* December 25 - Christmas*  
*\* December 31 - New Years Eve*