

EDITORIAL CALENDAR 2012

Issue Date	News emphasis	Special Section*	Closing Date
Jan. 28	Mass for Life/March for Life coverage	Catholic Schools Week	Jan. 18
Feb. 4		<i>Bonus distribution for subscription campaign kickoff</i>	Jan. 25
Feb. 11	Diocesan Financial Report		Feb. 1
<i>Ask about our "Buy-six-get-two-free" advertising offer during Lent</i>			
Feb. 25		Lenten Section	Feb. 15
<i>Ask about our "Buy-three-get-March-31-free" advertising offer for March</i>			
March 31	Holy Week Schedules		March 21
April 7		<i>Bonus distribution: New Catholics Section</i>	March 28
April 28		Catholic Schools Herald	April 18
<i>Ask about bonus distribution during May</i>			
<i>Ask about our "Buy-six-get-three-free" summer advertising special May 19 through Sept. 15</i>			
May 12		<i>Bonus distribution: Vocations Section</i>	May 2
May 26		<i>Bonus distribution: Catholic Honor Graduates</i>	May 16
June 9	Priestly Ordination Coverage		May 30
June 16		Catholic Charities Connections	June 6
<i>Ask about our "Buy three get Back to School at half price" advertising offer beginning in July</i>			
July 21		Annual Pull-Out Events Calendar	July 11
Aug. 11 (tentative)		Back to School Section	Aug. 1
Sept. 15		Catholic Food Section	Sept. 5
<i>Christmas Ad Special No. 1: Buy six, get two FREE beginning in October</i>			
Oct. 13		Travel Section	Oct. 3
Nov. 10		Catholic Schools Herald	Oct. 31
<i>Christmas Ad Special No. 2: Buy three, get Christmas issue at half price beginning in November</i>			
Nov. 24		Catholic Charities Connections	Nov. 14
Dec. 1	Religious Jubilarians		Nov. 21
Dec. 22	Christmas Mass Schedules		Dec. 12

All print edition advertising is automatically included in Arkansas Catholic's online edition.

2012 Special Opportunities

Arkansas Catholic website deadline: 10 working days before desired start date. 10 percent discount for annual contract!

Catholic Diocese of Little Rock Directory 2013 (Directory distributed in September) June 20

*News coverage and planned special sections or supplements will be added during the year. *Arkansas Catholic* reserves the right to cancel, reschedule or modify any planned coverage or section without notice. Advertisers who have reserved space in a cancelled special section or supplement will have the option to cancel their reservation without penalty.

Non-publish dates 2012: Jan. 7, June 2, July 7, Aug. 4, Sept. 1, Dec. 29



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