

EDITORIAL CALENDAR 2010

<u>Issue Date</u>	<u>News emphasis</u>	<u>Special Section*</u>	<u>Closing Date</u>
Jan. 30	Mass for Life/March for Life	Catholic Schools Week	Jan. 20
Feb. 6		<i>Bonus distribution for subscription campaign kickoff</i>	Jan. 27
	Ask about our "Buy-six-get-two-free" advertising offer during Lent		
Feb. 13		Lenten Section	Feb. 3
Feb. 27	Diocesan Financial Report		Feb. 17
March 27	Holy Week Schedules		March 17
April 3		<i>Bonus distribution: New Catholics Section</i>	March 24
April 24		Catholic Schools Herald	April 14
	Ask about our "Buy-three-get-one-free" advertising offer for May		
May 8		<i>Bonus distribution: Vocations Section</i>	April 28
May 29	Ordination coverage	<i>Bonus distribution: Catholic Honor Graduates</i>	May 19
June 19		Catholic Charities Connections	June 9
	Ask about our "Buy three get Back to School at half price " advertising offer beginning in July		
July 17		Marriage & Family Section	July 8
July 31	Ordination coverage	Pull-Out Events Planning Calendar	July 21
Aug. 14		Back to School Section	Aug. 4
Sept. 18		Travel Section	Sept. 8
	Ask about our "Buy-three-get-one-free" advertising offer for October		
	Christmas Ad Special No. 1: Buy six, get two FREE beginning in October		
Oct. 30		Senior Living	Oct. 20
Nov. 13		Catholic Schools Herald	Nov. 3
	Christmas Ad Special No. 2: Buy three, get Christmas issue at half price beginning in November		
Nov. 27		Catholic Charities Connections	Nov. 17
Dec. 4	Religious Jubilarians		Nov. 24
Dec. 18	Christmas Mass Schedules		Dec. 8

2010 Special Publications — Special Opportunities!

Catholic Diocese of Little Rock Directory 2011 (Directory distributed in September)	June 23
Arkansas Catholic en Español , ten issues per year	Sponsorship closes first of previous month

*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 2010: Jan. 2, June 5, July 3, Aug. 7, Sept. 4, Dec. 25

120209:ebr

Arkansas Catholic