

## EDITORIAL CALENDAR 2017

Issue Date	Advertising Emphasis	Special Section*	Order by
Jan. 28	<i>Celebrate Catholic schools</i>	<b>Catholic Schools Week</b>	Jan. 17
Feb. 4	<b>Bonus distribution</b> for subscription campaign kickoff: <i>About 3,500 extra copies in parishes!</i>		Jan. 25
	<i>Ask about our Lenten "Buy-six-get-two-free" advertising offer starting in Feb. 4 issue</i>		Jan. 25
Feb. 25	<i>Making the season more meaningful</i>	<b>Lenten Section</b>	Feb. 15
March 25	<i>Tips and trends for their big day</i>	<b>Catholic Weddings</b>	March 15
	<i>Ask about our "Buy-three-get-April-29-free" advertising offer for April</i>		
April 15		<b>Bonus distribution: New Catholics Section</b>	April 5
April 29	<i>Congratulations, middle school grads!</i>	<b>Catholic Schools Herald</b>	April 19
	<i>Ask about "Buy-six-get-three-free" summer ad special starting June 10 (or buy three and get one free)</i>		May 15
May 13	<i>Hearing — and supporting — the call</i>	<b>Vocations Section</b>	May 1
May 27	<i>Congratulations, high school grads!</i>	<b>Catholic Honor Graduates</b>	May 15
June 17	<i>Social teachings in action across Arkansas</i>	<b>Catholic Charities Connections</b>	June 7
June 24	<i>Salute our military</i>	<b>**NEW Feature** Faith in the Military</b>	June 12
July 29	<i>Limited space available:</i>	<b>Annual Pull-Out Events Calendar</b>	July 19
Aug. 19	<i>Excitement, plans and dreams</i>	<b>Back to School Section</b>	Aug. 7
Aug. 26	<i>Congratulations, young leaders and dreamers</i>	<b>Young Adults Who Inspire Us</b>	Aug. 16
Sept. 30	<i>Show your support for Respect Life Sunday, Oct. 1</i>		Sept. 18
Oct. 14	<i>Recognize faithful business, non-profit leaders</i>	<b>**NEW Feature** Leading in Faith</b>	Oct. 2
	<i>Christmas Shopping Ad Special No. 1: Buy any six, get two FREE beginning in October</i>		Oct. 11
Oct. 28	<i>Salute our priests for Priesthood Sunday, Oct. 29</i>		Oct. 18
Nov. 4	<i>Celebrate a special love in National Adoption Month</i>	<b>**NEW Feature** Adoptions</b>	Oct. 25
	<i>Christmas Ad Special No. 2: Buy three, get Christmas issue FREE beginning in November</i>		Oct. 30
Nov. 18	<i>School success stories</i>	<b>Catholic Schools Herald</b>	Oct. 31
Nov. 25	<i>Gratitude, service and success stories</i>	<b>Catholic Charities Connections</b>	Nov. 15
Dec. 23	<i>Keep Christ in Christmas with Christmas greetings</i>		Dec. 13

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

### 2017 Special Opportunities

**aSpire** e-mail newsletter: Fast-growing, casual newsletter comes out twice monthly. Discounts for multiple issues!

**Arkansas Catholic website** reaches thousands of readers 24/7. 10 percent discount for annual contract!

**Catholic Diocese of Little Rock Directory 2018:** The indispensable reference for decision makers across Arkansas **June 21**

\*News coverage and 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.

**Newspaper non-publish dates 2017:** Jan. 7, June 3, July 1, Aug. 5, Sept. 2, Dec. 30



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