

# 2012 Promotional Preview

JANUARY						
s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 11** Hometown Series Begins  
(16 weeks)
- 18** Weddings 2012  
Deadline: January 6
- 27** Honor Roll Of Business  
Deadline: January 18

FEBRUARY						
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- 4** Valentines Day  
Deadline: January 27
- 9** Spring 2012 New Car Guide  
Deadline: January 31
- 22** Life 50+  
Deadline: February 15

MARCH						
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25	26	27	28	29	30	31

- 8** National Agriculture Day  
Deadline: March 2
- 12** NCAA Basketball  
Deadline: March 7
- 30** SVBA Home & Garden Show  
Deadline: March 16
- 31** Easter Dining Guide  
Deadline: March 23

APRIL						
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29	30					

- 11** Spring Into Cars & Motorcycles  
Deadline: March 30
- 12** Spring Home & Garden  
Deadline: March 30

MAY						
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27	28	29	30	31		

- 5** Mother's Day Dining Guide  
Deadline: April 27
- 7** Nurse's Tribute  
Deadline: April 30
- 12** Mother's Day Memoriams  
Deadline: May 10
- 24** Our Valley  
Deadline: April 30

JUNE						
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- Graduation Section  
Early June
- 6** Rockingham County Fair Catalog  
Deadline: May 18
- 7** Great Stuff To See & Do  
13 Weeks: June 7-August 30
- 9** Father's Day Gift Guide  
Deadline: June 1
- 16** Father's Day Memoriams  
Deadline: June 11
- 27** Weddings  
Deadline: June 13

JULY						
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- 3** Flag Insert  
Deadline: June 22
- 25** Healthcare Guide  
Deadline: July 6
- 28** Back To School Section  
Deadline: July 20

AUGUST						
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- 10** County Fair Section  
Deadline: July 27
- 20** High School Football (20th-27th)  
Deadline: August 10
- 30** Community Guide  
Deadline: August 13

**Need More Information About Any Of These Promotions? Call Your Ad Rep At 574-6200**

SEPTEMBER						
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<sup>23</sup> / <sub>30</sub>	24	25	26	27	28	29

- 11** Patriot Day Tribute  
Deadline: September 6
- 17** Fall Home & Garden  
Deadline: August 31
- 27** Dining & Menu Guide  
Deadline: September 19

OCTOBER						
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28	29	30	31			

- 5** SVBA Parade of Homes  
Deadline: September 21
- 11** Fall/Winter Car Care  
Deadline: September 28
- 17** Shenandoah Hearth  
Deadline: October 3

NOVEMBER						
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18	19	20	21	22	23	24
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- 1** Hunting Headquarters  
Deadline: October 26
- 19** Holiday Gift Guide  
Deadline: November 2

DECEMBER						
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<sup>23</sup> / <sub>30</sub>	<sup>24</sup> / <sub>31</sub>	25	26	27	28	29

- 8** Procrastinator's Gift Guide  
Deadline: November 30
- 26** Health & Fitness  
Deadline: December 14
- 31** Alcohol Awareness  
Deadline: December 27

**YEAR LONG FEATURES**

- **Coupon Clipper**-First Tuesday of every month
- **Seasons Plus** (ElderAlliance section)-Second Friday of even months
- **Shenandoah Valley Business Journal**-Last Monday of every month
- **Auto Book**-Third Thursday of every month
- **See & Do** (Valley Arts & Entertainment)-Every Thursday
- **Real Estate Showcase**-Last Friday of every month

# Daily News-Record