



**2012 Special
Section Calendar**

THE BLADE

2012 | SPECIAL SECTIONS

January

- 1 Snip & Save
- 15 Campus Connection
- 22 TADA Auto Show

February

- 5 Snip & Save
- 12 Toledo Region
- 16 HBA House & Home Show
- 20 Engineer's Week

March

- 4 Snip & Save
- 8 Toledo PRO Home Show
- 15 Special Interest Camps

April

- 1 Snip & Save
- 1 Pet Idol
- *4 Mud Hens season opener
- 9 Celebration of Architecture
- 15 Campus Connection
- 18 Earth Day
- 19 Recreational Camping

May

- 1 National Teacher's Day
- 5 Nurse's Week
- 6 Snip & Save
- 13 Senior Expo
- * Credit Union
- 27 BCSN Rewind

* tentative or to be determined

June

- 3 Snip & Save
- 13 Top Honors

July

- 1 Snip & Save
- 15 Campus Connection

August

- 5 Snip & Save
- 5 Jamie Farr LPGA
- 19 German-American Festival
- 22 High School Football
- 28-31 College Football

September

- 2 Snip & Save
- 2 Labor on Parade
- 13 HBA Parade of Homes
- 16 Season of the Arts

October

- 7 Snip & Save
- *11 Walleye season opener
- 17 Credit Union
- 21 Campus Connection
- 31 Caregivers

November

- 4 Snip & Save
- 4 Social Security

DECEMBER

- 2 Snip & Save

SIDELINES

Focus on high school sports. Every Thursday during the school season.

JANUARY 2012						
S	M	T	W	Th	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				
NEW YEAR'S DAY JANUARY 1ST						

FEBRUARY 2012						
S	M	T	W	Th	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			

MARCH 2012						
S	M	T	W	Th	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

APRIL 2012						
S	M	T	W	Th	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					

MAY 2012						
S	M	T	W	Th	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		
MEMORIAL DAY MAY 28TH						

JUNE 2012						
S	M	T	W	Th	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

JULY 2012						
S	M	T	W	Th	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				
INDEPENDENCE DAY JULY 4TH						

AUGUST 2012						
S	M	T	W	Th	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	

SEPTEMBER 2012						
S	M	T	W	Th	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	NEW YEAR'S DAY SEPTEMBER 3RD					

OCTOBER 2012						
S	M	T	W	Th	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			

NOVEMBER 2012						
S	M	T	W	Th	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	
THANKSGIVING NOVEMBER 22TH						

DECEMBER 2012						
S	M	T	W	Th	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	CHRISTMAS DAY DECEMBER 25TH				

January

Snip & Save

PUBLICATION DATE: Sunday, January 1
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, December 2

Campus Connection

PUBLICATION DATE: Sunday, January 15
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Tuesday, December 27

TADA Auto Show

PUBLICATION DATE: Sunday, January 22
FORMAT: broadsheet section
SPACE RESERVATION/COPY DEADLINE:
Wednesday, January 11

February

Snip & Save

PUBLICATION DATE: Sunday, February 5
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, January 6

Toledo Region

PUBLICATION DATE: Sunday, February 12
FORMAT: broadsheet
SPACE RESERVATION/COPY DEADLINE:
Monday, January 30

HBA House & Home Show

PUBLICATION DATE: Thursday, February 16
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, February 3

Engineer's Week

PUBLICATION DATE: Monday, February 20
FORMAT: standard pages
SPACE RESERVATION/COPY DEADLINE:
Monday, February 13

March

Snip & Save

PUBLICATION DATE: Sunday, March 4
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, February 3

Toledo PRO Home Show

PUBLICATION DATE: Thursday, March 8
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, February 24

Special Interest Camps

PUBLICATION DATE: Thursday, March 15
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, March 9

April

Snip & Save

PUBLICATION DATE: Sunday, April 1
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, March 2

Pet Idol

PUBLICATION DATE: Sunday, April 1
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, March 22

Mud Hens season opener

PUBLICATION DATE: Wednesday, April 4*
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, March 22

Celebration of Architecture

PUBLICATION DATE: Monday, April 9
FORMAT: broadsheet pages
SPACE RESERVATION/COPY DEADLINE:
Tuesday, April 3

Campus Connection

PUBLICATION DATE: Sunday, April 15
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Tuesday, March 27

Earth Day

PUBLICATION DATE: Wednesday, April 18
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, April 12

Recreational Camping

PUBLICATION DATE: Thursday, April 19
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, April 12

May

National Teachers Day

PUBLICATION DATE: Tuesday, May 1
FORMAT: broadsheet pages
SPACE RESERVATION/COPY DEADLINE:
Wednesday, April 25

Nurse's Week

PUBLICATION DATE: Saturday, May 5
FORMAT: broadsheet pages
SPACE RESERVATION/COPY DEADLINE:
Monday, April 30

Snip & Save

PUBLICATION DATE: Sunday, May 6
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, April 6

Senior Expo

PUBLICATION DATE: Sunday, May 13
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Wednesday, April 25

Credit Union

PUBLICATION DATE: TBD
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
TBD

BSCN Rewind

PUBLICATION DATE: Sunday, May 27
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Monday, May 14

June

Snip & Save

PUBLICATION DATE: Sunday, June 3
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, May 4

Top Honors

PUBLICATION DATE: Wednesday, June 13
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, May 31

July

Snip & Save

PUBLICATION DATE: Sunday, July 1
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, June 1

Campus Connection

PUBLICATION DATE: Sunday, July 15
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Wednesday, June 27

August

Snip & Save

PUBLICATION DATE: Sunday, August 5
FORMAT:
glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, July 6

Jamie Farr LPGA Classic

PUBLICATION DATE: Sunday, August 5
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, July 20

German-American Festival

PUBLICATION DATE: Sunday, August 19
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, August 3

High School Football

PUBLICATION DATE: Wednesday, August 22
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Thursday, August 9

September

Snip & Save

PUBLICATION DATE: Sunday, September 2
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, August 3

Labor on Parade

PUBLICATION DATE: Sunday, September 2
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Monday, August 20

HBA Parade of Homes

PUBLICATION DATE: Thursday, September 13
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Tuesday, September 4

Season of the Arts

PUBLICATION DATE: Sunday, September 16
FORMAT: broadsheet pages
SPACE RESERVATION/COPY DEADLINE:
Tuesday, September 11

October

Snip & Save

PUBLICATION DATE: Sunday, October 7
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, September 7

Walleye Hockey season opener

PUBLICATION DATE: Thursday, October 11*
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Monday, October 1

Credit Union

PUBLICATION DATE: Wednesday, October 17
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Monday, October 8

Campus Connection

PUBLICATION DATE: Sunday, October 21
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Friday, September 26

Caregivers

PUBLICATION DATE: Sunday, November 31
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
TBD

November

Snip & Save

PUBLICATION DATE: Sunday, November 4
FORMAT: glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, October 5

Social Security

PUBLICATION DATE: Sunday, November 4
FORMAT: tabloid
SPACE RESERVATION/COPY DEADLINE:
Monday, October 22

December

Snip & Save

PUBLICATION DATE: Sunday, December 2
FORMAT: Glossy coupon magazine
SPACE RESERVATION/COPY DEADLINE:
Friday, November 2

* tentative or to be determined

All deadlines are noon unless otherwise noted.

THE BLADE

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