

2006 PROMOTIONAL CALENDAR

The Waunakee Tribune – Waunakee Shopper

WEDDING GUIDE	Tabloid dedicated to help couples plan their weddings. (Includes DeForest, Poynette & Lodi Shoppers) Runs: Feb. 14 – Shopper Only	Deadline: Jan. 23
CUPID’S CORNER	Full page of Valentine Specials with free red spot color. Runs: Feb. 7 & 9 – Shopper & Tribune	Deadline: Feb. 1
SPRING FLING COUPONS	Help customers shake off cabin fever with this 4-week promotion. Runs in Waunakee, DeForest & Poynette papers + shoppers Runs in all publications of the weeks of March 6, 13, 20, & 27	Deadline: Feb. 28
HOME IMPROVEMENT	A section dedicated to home improvement with services offered by area businesses. Runs March 22nd in Poynette, 23rd in Waunakee & DeForest	Deadline: March 13
SPRING SENIOR CITIZEN PAGES	Pages of ads geared toward senior citizens with services offered especially for them. (Includes editorial). Runs in Waunakee, DeForest & Poynette papers + shoppers Runs week of April 10	Deadline: April 3
GRADUATION PAGES	Wish Waunakee graduates good luck as they start a new stage in their lives with a signature ad. Runs: May 18	Deadline: May 10
PARADE OF HOMES	Tabloid featuring the Waunakee area Parade of Homes. Ads designed to attract parade-goers to your business. Runs: June 8	Deadline: May 28
SUMMER SENIOR CITIZEN PAGES	Pages of ads geared toward senior citizens with services offered especially for them. (Includes editorial). Runs in Waunakee, DeForest & Poynette papers + shoppers Runs week of July 17	Deadline: July 10
WAUNAFEST	A must-read tabloid. A guide to Waunakee’s biggest community event featuring what’s happening during that weekend. Runs: July 20	Deadline: July 7
PARADE OF CONDOS	Pages dedicated to the condominium housing market in Waunakee and surrounding areas. Runs: Aug. 1 & 3 (Shopper & Tribune)	Deadline: July 24
SPORTS SCHEDULES	A chance to support Waunakee Warrior athletes. Runs 3 times a year: Spring/March, Fall/Aug., Winter/Nov – Shopper & Tribune. (Commitment to all 3 necessary)	Deadline: March 10
PROGRESS IN WAUNAKEE	Tabloid edition profiling area businesses on their development and growth in Waunakee. Free same size editorial as advertisement. Runs: Sept. 28	Deadline: Aug. 31
FALL SENIOR CITIZEN PAGES	Pages of ads geared toward senior citizens with services offered especially for them. (Includes editorial). Runs in Waunakee, DeForest & Poynette papers + shoppers Runs week of Oct. 16	Deadline: Oct. 6
HOLIDAY HANDBOOK	A Holiday resource booklet about where to go, what to do, what to see in Waunakee during the Holiday Season, along with great season savings. Runs Nov. 16 & 21 (Shopper & Tribune)	Deadline: Nov. 3
CHRISTMAS GREETINGS SECTION	A chance to wish your customers and friends the very best for the holiday season with a special Christmas Greeting from your business. Runs: Dec. 21	Deadline: Dec. 8
CONGRATULATIONS	Signature ads will be done to congratulate Waunakee Warrior sports teams and other high school activities that qualify them for State competition.	

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