

COURIER NEWS WEEKLY®

THE GOOD NEWS NEWSPAPER

2017 PROMO CALENDAR

JANUARY

- 4 **Fresh Start New Year Booklet***
- 1 **1 People in Your Neighborhood Booklet***
- 18 Education (Daycare)
- 25 **Coupon Booklet***

FEBRUARY

- 1 Super Bowl
- 8 **Valentine's Booklet***
- 15 President's Day
- 22 Camp

MARCH

- 1 **Coupon Booklet***
- 8
- 15 Home & Garden
- 22 Senior Care
- 29 Camp

APRIL

- 5
- 12 **Coupon Booklet* (Easter)**
- 19 Home & Garden
- 26 Camp

MAY

- 3 Pet Week
- 10 **Mother's Day Booklet***
- 17 Home & Garden
- 24 Summer Party Planning
- 31 Vacation/Rental

JUNE

- 7 Summer Jobs
- 14 **Coupon Booklet* (Father's Day)**
- 21 Staycation (Inside)
- 28

JULY

- (Closed July 3-7)
- 12 **NO ISSUE (TBD switch 7/5)**
- 19 **Shop Local Booklet***
- 26 Staycation (Inside)

AUGUST

- 2 Education (Kids' Sports)
- 9 Education (Back to School)
- 16 Education (Back to School)
- 23 Education (Back to School)
- 30 Education (Back to School)

SEPTEMBER

- 6 **Coupon Booklet***
- 13 Tailgate/Homecoming
- 20
- 27 **Fall Calendar Booklet***

OCTOBER

- 4
- 11 Halloween
- 18 Home & Garden
- 25 Holiday Party Planning

NOVEMBER

- 1 **Coupon Booklet***
- 8
- 15 Countdown to Black Friday/
Shop Small Saturday
- 22 **Holiday Booklet***
- 29 (SKIP?) TBD

DECEMBER

- 6 **Home for the Holidays Booklet***
- 13 **Holiday Booklet* w/ Greetings**
- 20 **Holiday Booklet* w/ NYE**
- 27 (SKIP?) TBD

Dates/Promos subject to change.

* Booklet issue, magazine style edition includes all 5 zones.

Call 267-663-6300