

2011 PUBLICATION AND PROMOTIONS SCHEDULE AT A GLANCE

RANDOM LENGTHS NEWS is published every other Thursday.

Editorial and Advertising deadlines are the Friday before publication, respectively.

SIGN UP FOR YOUR PROMOTIONS IN ADVANCE AND SAVE!

| | ISSUE DATE | DEADLINE | PROMOTION | Special Editions/Supplements | |
|--------------------|--|---|---|--|---|
| 1st Quarter | <input type="checkbox"/> Jan 13 | Jan 7 | 2011 Prediction Edition / Martin Luther King Jr. Day (Jan 17) | Notice: Deadlines for Special Edition Publications and Supplements are earlier than the regular edition deadlines. Please see below. Please ask your ad rep. for more info on our special publications. | |
| | <input type="checkbox"/> Jan 27 | Jan 21 | RLn Guide to Health / First Thursday (Feb 3) | | |
| | <input type="checkbox"/> Feb 10 | Feb 4 | Love Dish Dining Guide / Valentine's Day (Feb 14) / Mardis Gras (Feb 16) | | |
| | <input type="checkbox"/> Feb 24 | Feb 18 | First Thursday (March 3) / Black History Month | | |
| | <input type="checkbox"/> March 10 | March 4 | St. Patrick's Day (March 17) | | |
| | <input type="checkbox"/> March 24 | March 18 | Women's History Month / First Thursday (April 7) | March 24- HarborLiving | |
| 2nd Quarter | <input type="checkbox"/> April 7 | April 1 | Easter / Spring Break Prelim / Spring Celebrations | HL Mag Deadline: March 4 | |
| | <input type="checkbox"/> April 21 | April 15 | Earth Day Edition (April 22) / Cinco de Mayo / First Thurs (May 5) | | |
| | <input type="checkbox"/> May 5 | April 29 | Mother's Day (May 8) | | |
| | <input type="checkbox"/> May 19 | May 13 | Gay Pride Edition (May 21 & 22) / First Thursday (June 2) | | |
| | | <input type="checkbox"/> June 2 | May 27 | ACE Summer Entertainment Guide #1 / Primary Election Coverage / Memorial Day | June 2- HarborLiving |
| | | <input type="checkbox"/> June 16 | June 10 | Father's Day Election Primary Restults / Tour des Artistes / Bayou Festival | HL Mag Deadline: May 13 |
| | | <input type="checkbox"/> June 30 | June 24 | ACE Summer Entertainment Guide #2 / First Thurs (July 7) / 4th of July | |
| | | <input type="checkbox"/> July 14 | July 8 | Bastille Day (July 14) | |
| 3rd Quarter | <input type="checkbox"/> July 28 | July 22 | Hot Summer Nights / Enduro Wind Surf / First Thursday (Aug 4) | | |
| | <input type="checkbox"/> Aug 11 | Aug 5 | The Big Dish Dining Guide / Taste of San Pedro / Summer Entertainment Guide #3 | | |
| | <input type="checkbox"/> Aug 25 | Aug 19 | Labor Day Edition (Sept 5) / Back to School / First Thursday (Sept 1) | | |
| | <input type="checkbox"/> Sept 8 | Sept 2 | Hispanic Heritage Month | | |
| | | <input type="checkbox"/> Sept 22 | Sept 16 | First Thursday (Oct 6) | Sept. 22- HarborLiving |
| | | <input type="checkbox"/> Oct 6 | Sept 30 | Lobster Fest / SoundWalk LB / University by the Sea | HL Mag Deadline: Sept 2 White Point Home Edition |
| | | <input type="checkbox"/> Oct 20 | Oct 14 | First Thursday (Nov 3) / Día de los Muertos / Halloween | |
| 4th Quarter | <input type="checkbox"/> Nov 3 | Oct 28 | General Election (Nov 8) / Veterans Day | | |
| | | <input type="checkbox"/> Nov 17 | Nov 11 | Thanksgiving (Nov 24) / Pre-Holiday Sales / Election Results | Nov. 17- Holiday Zine |
| | | <input type="checkbox"/> Dec 1 | Nov 25 | First Thursday (Dec 1) | Shop Local Deadline: Oct. 28 |
| | | <input type="checkbox"/> Dec 8 | Dec 2 | Holiday Parades Edition | |
| | | <input type="checkbox"/> Dec 15 | Dec 9 | Holiday Gift Guide features on local merchants / Catering & Banquets | Dec. 15- HarborLiving |
| | | <input type="checkbox"/> Dec 29 | Dec 19 | 2011 Year in Review Edition / New Year's Eve & Holiday Nightlife Guide | HL Mag Deadline: Nov. 25 |
| | <input type="checkbox"/> Jan 12 | Dec 30 | 2012 Prediction Edition | | |