

TAKE ADVANTAGE OF PASADENA WEEKLY'S SPECIAL ISSUES AND SUPPLEMENTS THROUGHOUT THE YEAR.

ISSUE DATE	SPECIAL SECTION	FORMAT	AD DEADLINE
JANUARY 2011			
01/06-27	Well-Being Month (each week in January)	ROP	01/03,10,17,24
FEBRUARY 2011			
02/17	Education (ad close 2-9)	Booklet	02/9
APRIL 2011			
04/07-28	Green Month (each week in April)	ROP	04/04,11,18,25
4/14	Summer Family Guide (ad close 4-6)	Booklet	04/6
04/28	Senior Issue	ROP	04/25
MAY 2011			
05/05	Weddings	ROP	05/02
JUNE 2011			
06/02	Pasadena 125th Anniversary (ad close 5-25)	Booklet	05/25
JULY 2011			
07/21	Dining Guide (ad close 7-13)	Booklet	07/13
AUGUST 2011			
08/25	Fall Arts Issue	ROP	08/22
OCTOBER 2011			
10/13	Best of Pasadena (ad close 10-6)		10/10
NOVEMBER 2011			
11/24	Holiday Guide	ROP	11/21
DECEMBER 2011			
12/15	Last-Minute Gift Guide	ROP	12/12
12/22	Welcome to Pasadena	ROP	12/19

Special issue dates subject to change. Please confirm dates at booking with your advertising representative.



“Since 1984, Pasadena Weekly has provided effective coverage of news and events in the community. It is publications like this that offer important local perspective of both national and community matters. Pasadena Weekly has proven to be a model of journalistic excellence for other regional publications.”

—Dianne Feinstein,
United States Senator