

Ithaca Times
SPECIAL SECTIONS/PROMOTIONS
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Contact _____

Rep _____ **Date** _____

January 2011

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- ____ Jan 5 - Personal Health
- ____ Jan 12 - Winter Times***
- ____ Jan 19 - Pet Corner
Return to Campus
Greenback Coupons
Green Ideas
- ____ Jan 26 - Business Issue (1 of 9x)
Winter Blahs (1 of 4)
Senior Source Book (1 of 4)

July 2011

S	M	T	W	T	F	S
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- ____ July 6 - Personal Health
Summer Pkg (6x)
Cortand Sidewalk Sales
- ____ July 13 - Pet Corner
Family Matters (3 of 4)
- ____ July 20 - Business Issue (6 of 9x)
Green Ideas
- ____ July 27 - Downtown Sidewalk Sales

February 2011

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- ____ Feb 2 - Personal Health
Winter Blahs (2 of 4)
Winter Recess
Valentines Day
- ____ Feb 9 - Pet Corner
Valentines Day
Winter Blahs (3 of 4)
- ____ Feb 16 - Winter Blahs (4 of 4)
Chili Festival
Green Ideas
- ____ Feb 23 - Family Matters (1 of 4)

August 2011

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- ____ Aug 3 - Personal Health
- ____ Aug 10 - Pet Corner
- ____ Aug 17 - Newcomers Guide
Greenback Coupons
Senior Source Book (3 of 4)
Green Ideas
- ____ Aug 24 - Student Survival Guide
- ____ Aug 31 - Personal Health
Fall Entertainment Guide

March 2011

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- ____ Mar 2 - Personal Health
- ____ Mar 9 - Pet Corner
All About Ithaca***
- ____ Mar 16 - Business Issue (2 of 9x)
Green Ideas
- ____ Mar 23 - Community Cash Coupons
- ____ Mar 30 - Client Appreciation Issue

September 2011

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- ____ Sept 7 - Pet Corner
Fall Arts Preview
- ____ Sept 14 - Fall Guide/Bonus Cir. ***
Green Ideas
- ____ Sept 21 - Family Matters (4 of 4)
Apple Harvest Weekend
CU Homecoming
- ____ Sept 28 - Best of Ithaca
Client Appreciation Issue
Pumpkin Festival Cortland

April 2011

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- ____ Apr 6 - Personal Health
- ____ Apr 13 - Pet Corner
Summer Camp Guide*
Spring Package
Easter (1 of 2)
- ____ Apr 20 - Business Issue (3 of 9x)
Who's Minding the Store?***
Green Ideas
Easter (2 of 2)
- ____ Apr 27 - Family Matters (2 of 4)
Mother's Day (1st week)
Senior Source Book (2 of 4)

October 2011

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- ____ Oct 5 - IC Homecoming
Personal Health
October Package (5x)
- ____ Oct 12 - Pet Corner
Business Issue (7 of 9x)
Community Cash Coupons
- ____ Oct 19 - Green Ideas
- ____ Oct 26 - CU Family Weekend
Halloween
Senior Source Book (4 of 4)

May 2011

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- ____ May 4 - Personal Health
Business Issue (4 of 9)
Mother's Day (2nd week)
- ____ May 11 - Pet Corner
- ____ May 18 - IC Graduation
Green Ideas
- ____ May 25 - Memorial Day
Cornell Graduation
Ithaca Festival
Summer Menu Book

November 2011

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- ____ Nov 2 - Personal Health (12x)
IC Family Weekend
- ____ Nov 9 - Pet Corner
Business Issue (8 of 9x)
Women in Business**
Holiday Pkg - (1 of 7)
- ____ Nov 16 - Green Ideas
- ____ Nov 23 - **Thanksgiving/Early Deadline
- ____ Nov 30 - Personal Health (12x)
Holiday Gift Guide
Client Appreciation Issue

June 2011

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- ____ June 1 - Personal Health
Business Issue (5 of 9x)
Ithaca Festival
CU Alumni Reunion
- ____ June 8 - Pet Corner
Summer Ithaca/ Bonus Cir. ***
Fathers Day
- ____ June 15 - Green Ideas
- ____ June 22 -
- ____ June 29 - Client Appreciation Issue

December 2011

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- ____ Dec 7 - Pet Corner
- ____ Dec 14 - Business Issue (9 of 9x)
Green Ideas
- ____ Dec 21 - Winter Menu Book
- ____ Dec 28 - Readers' Writes

NOTES:
 *Combo - Includes all (10) Newspapers at combination rate
 **Early Deadline
 ***Special Rates Apply

<p>January 2012</p> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	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						<p>March 2012</p> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	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	<p>May 2012</p> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	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
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