

THE GAZETTE



2011 SPECIAL SECTIONS

Bridal

Distribution Begins: Monday, January 24

New! Glossy Magazine Format!

Deadline: Wednesday, January 5

All the information needed to plan a wedding. Brides-to-be turn to this special section to plan their big day.

Chamber of Commerce

Published: Tuesday, January 25

Deadline: Friday, December 10

This glossy magazine will look into the future and vision of Schenectady County

Super Bowl

Published: Friday, February 6

Deadline: Monday, January 31

Complete coverage of professional sports most watched game...Advertise in this popular section.

Horizons

Published: Friday, February 11

Deadline: Wednesday, February 2

Published quarterly, this section is for people 50 and over and typically includes profiles of local residents and topics such as retirement, life changes, health and fitness, entertainment, hobbies and arts.

Outlook 2011

Published: Sunday, February 20

Deadline: Tuesday, February 8

An analysis of the Capital Region economy including a retrospective view of the 2010 business year and a business outlook for 2011.

Golf Directory

Published: Saturday, April 30

Deadline: Wednesday, April 6

A complete guide to golf courses in and around the Capital Region of New York.

Spring Home & Garden Magazine

Published: Friday, May 6

Deadline: Tuesday, April 12

Reach homeowners just when they're ready to tackle spring home improvements and gardening projects.

The Student Gazette

Published: Friday, May 13

Deadline: Friday, February 25

This section, part of our Newspapers in Education program, is done 100% by Capital Region school children. Support our students on this special project by allowing them to design an advertisement for the space you purchase in the supplement.

Horizons

Published: Friday, May 13

Deadline: Wednesday, May 4

Published quarterly, this section is for people 50 and over and typically includes profiles of local residents and topics such as retirement, life changes, health and fitness, entertainment, hobbies and arts.

Family Business

Published: Sunday, June 19

Deadline: Tuesday, June 7

Get the attention of the region's readers and business leaders with your advertisement in this special salute to family operated businesses.

Valedictorian & Salutatorian High School Graduates

Published: Friday, June 24

Deadline: Monday, June 20

The Gazette recognizes the best and brightest high school graduates from the Capital Region Schools.

Saratoga Experience

Published: Friday, July 22

Deadline: Tuesday, July 12

The Saratoga Track is one of the Capital Region's most popular attractions. Advertise in the Gazette's Saratoga supplement featuring racing, dining, entertainment and recreation.

The Green Sheet

Published: Friday, July 22 - Monday, September 5

Deadline: Friday, July 15

Your complete guide to a day at the races. This four page piece includes daily entries, our handicappers picks of the day and more. 2500 distributed every day of the meet (except Tuesdays) at the Saratoga Race Course and in Saratoga Springs

AUGUST

Horizons

Published: Friday, August 12

Deadline: Wednesday, August 5

Published quarterly, this section is for people 50 and over and typically includes profiles of local residents and topics such as retirement, life changes, health and fitness, entertainment, hobbies and arts.

Traver's Section

Published: Saturday, August 27

Deadline: Wednesday, August 24

The official guide to the premier race of the Saratoga season. The section includes our handicapper picks and much more!

SEPTEMBER

Fall Home Magazine

Published: Friday, September 30

Deadline: Wednesday, September 7

A great place for you to showcase your products for the home. Just in time for fall projects, this section is a favorite with homeowners.

OCTOBER

Parade of Homes

Published: Sunday, October 2

Deadline: Tuesday, September 20

The official guide to the CRBRA Parade of Homes. This event draws thousands of people interested in new construction and interior design.

Capital Region Health

Published: Friday, October 7

Deadline: Wednesday, September 28

This section will cover a whole host of health issues, from new cutting edge discoveries & techniques to how to live a long, happy, and healthy life.

NOVEMBER

Health & Fitness Expo/Stockade-athon

Published: Friday, November 4

Deadline: Tuesday, October 25

A guide to the Gazette Stockade-athon Health & Fitness Expo and the 35th annual Stockade-athon 15K race.

Horizons

Published: Friday, November 11

Deadline: Wednesday, November 2

Published quarterly, this section is for people 50 and over and typically includes profiles of local residents and topics such as retirement, life changes, health and fitness, entertainment, hobbies and arts.

Celebrate

Published: Sunday, November 27

Deadline: Friday, November 18

This special section examines the ways the Capital Region celebrates the holiday season, from popular gifts and holiday recipes to traditions and special holiday event calendars.

THE DAILY
GAZETTE

&

THE SUNDAY
GAZETTE

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2011 Special Pages by Month

FEBRUARY

Super Bowl Blow Out Page
Valentine Love Lines
Valentine's Day Gift/Dining
Apartment Directory
Boating/Outdoor Living/RV
President's Day Pages
Bridal Pages

MARCH

St. Patrick's Day Dining

APRIL

Bridal
Easter Dining Pages
Church Directory

MAY

Mother's Day Gift/Dining
Mother's Day Greetings
Recruitment Health/Medical
Apartment Directory
Child Care/Kids Korner

JUNE

Boating/Outdoor Living/RV
Strawberry Picking
Graduation Greetings
Father's Day Greetings

JULY

Dining After the Saratoga
Track

AUGUST

Dance
Childs Care/Kid's Adventure
Apartment Directory

SEPTEMBER

First Day of School Greetings
Apple Picking
Recruitment Health/Medical
Boating/Outdoor Living/RV

OCTOBER

Crafts & Collectibles
Bridal Pages
Apartment Directory

NOVEMBER

Thanksgiving Dining
Crafts & Collectibles
Snowmobile
Christmas Tree Directory

DECEMBER

Holiday Promotional Pages
"Holiday Helpers" Page
Church Directory
Christmas Tree Directory
New Year's Eve Dining
Don't Drink & Drive
Baby's First Christmas