

Clay Today & Clay County Leader 2015 Calendar

| Deadline Space | | Publish Date | Stand Alone | In-Paper Section | Focus | Schedule of Events | Bonus Distribution | Full Page Media |
|-----------------|--|--------------|-------------|------------------|---|--------------------|---|------------------------|
| January | | | | | | | | |
| 15-Dec | Clay County Chamber Directory | 8-Jan | x | | Clay Chamber Directory & Relocation Guide. Upscale magazine highlighting chamber members, full of information on Clay County. | | Mailed to every chamber member, overruns placed at Clay Co. Chamber + Web | 8.5" x 11" Gloss |
| February | | | | | | | | |
| 6-Feb | Orange Park Diectory | 19-Feb | x | | Focus on the businesses in Orange Park, FL | x | Web | 10" x 10" Newsprint |
| March | | | | | | | | |
| 6-Mar | Explore Clay - Spring Edition | 26-Mar | x | | The official visitor's guide of Clay County. Six months of Clay County events and happenings. Showcases such aspects as where to stay, meet, dine and relax. | x | Overruns placed at area hotels, county offices, JAX airport, USO + Web | 8.5" x 11" Gloss |
| 6-Mar | Clay County Fair Program Guide | 26-Mar | x | | Official program and guide for the largest attended event of the year. Information on performers, schedules and exhibitors. | x | Overruns placed at the Fair + Web | 10" x 12.75" Newsprint |
| April | | | | | | | | |
| 3-Apr | Health & Wellness Reference Guide | 23-Apr | x | | A handy resource to aid our readers in choosing medical and health professionals. Contains emergency techniques, checklists, helpful phone numbers and other resources. | | Overruns placed at advertiser locations + Web | 5.5" x 8.5" Gloss |

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| 16-Apr | Summer Fun Guide | 23-Apr | | x | Clay Today & Clay County Leader publish two consecutive weeks that focus on the many options available to children during the | | In Paper | Standard Ad Sizes |
| May | | | | | | | | |
| 24-Apr | Senior Living | 14-May | x | | In honor of "Five Wishes" month - providing local resources and helpful information to those caring for loved ones who have serious health issues or approaching end of life. Bonus: Ads receive equal space for advertorial content. | x | Overruns placed at hospices, hospitals, advertisers' | 8.5" x 11" Gloss |
| 8-May | High School Graduation Salute | 28-May | x | | Join us as we salute Clay County's high school graduates! Includes pictures, school news and ceremony information. A family tradition and a treasured keepsake. | x | Overruns placed at high school offices | 10" x 21" Newsprint |
| June | | | | | | | | |
| 12-Jun | Middleburg Life | 25-Jun | x | | A complete look at the rich heritage of Middleburg. This vibrant directory showcases history, business and the vitality of Clay County's oldest community. | x | Overruns placed at throughout Middleburg, advertisers and Web | 10" x 10" Newsprint |

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| 19-Jun | American Pride Program & Guide | 2-Jul | x | | Promotes one of the largest events in Clay County. A hometown parade and fireworks display. County-wide schedule of events, entertainment, recipes and local stories. | x | Overruns placed at the event + Web | 10" x 12.75" Newsprint |
| July | | | | | | | | |
| 2-Jul | Focus on Education | 9-Jul | | x | A complete look at Clay County's K-20 education system including public, private and charter schools. Double the Ad space for free advertorial content. | | Web | 10" x 12.75" Newsprint |
| 10-Jul | Back 2 School | 7/16 & 7/23 | | x | Back to school tips, specials, preparations and schedules. Bonus: Ads receive free color. | | Web | 10" x 12.75" Newsprint |
| August | | | | | | | | |
| 7-Aug | Football | 27-Aug | x | | Clay County's only in-depth preview of the fall high school football season in complete full-color glossy keepsake style. Double the Ad space for free advertorial content. | | Overruns placed at high schools and at homecoming games + Web | 8.5" x 11" Gloss |
| September | | | | | | | | |

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| 11-Sep | Thrasher-Horne Center for the Arts Playbill | 1-Oct | x | | Clay County's premier fine arts organization, the Thrasher-Horne Center for the Arts playbill. It's a prime opportunity to reach dedicated arts enthusiasts who come from a five-county area to take part in the THCA's outstanding season of music, artistry and performance excellence! | x | Handed to every audience member at all main stage performances + Web | 5.5" x 8.5" Gloss |
| October | | | | | | | | |
| 9-Oct | Explore Clay - Fall edition | 29-Oct | x | | The official visitor's guide of Clay County. Six months of Clay County events and happenings. Showcases such aspects as where to stay, meet, dine and relax. | x | Overruns placed at chamber of commerce. | 8.5" x 11" Gloss |
| November | | | | | | | | |
| 30-Oct | Caregiver's Guide - Fall edition | 19-Nov | x | | Honoring national hospice and caregiver's month, this publication is a vital resource for caregivers and medical professionals in the caregiving industry. Bonus: Ads receive equal space for advertorial content. | | Overruns placed at hospices, hospitals and advertisers' locations | 8.5" x 11" Gloss |
| 13-Nov | Gift of Giving | 26-Nov | x | | Boost your nonprofit organization's year-end giving! Pull out section inside the Holiday Gift Guide. Familiarize readers about local charities - volunteer opportunities and giving. Bonus: Ads receive equal space for advertorial content. | x | Web | 10" x 12.75" Newsprint Bright White |

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| 13-Nov | Holiday Gift Guide | 26-Nov | x | | Get excited about the holiday season! This Christmas extravaganza, contains schedule of events, recipes, gift giving tips and shopping advice. | x | Web | 10" x 12.75" Newsprint Bright White |
| December | | | | | | | | |
| 13-Nov | Cove Life | 3-Dec | x | | A complete look into the rich heritage that is the City of Green Cove Springs. This vibrant directory showcases history, business and the vitality of Clay County's county seat. | x | Overruns placed at City Hall, advertisers and Web | 10" x 10" Newsprint |
| Standing Monthly Opportunities | | | | | | | | |
| Last Wed. | In Motion | 1st Thurs | x | | The official newsletter of the Clay County Chamber of Commerce. Reach area business people. Showcase your company. | x | Overruns placed at City Hall, advertisers and Web | 10" x 10" Newsprint |