

2017 SPECIAL SECTIONS PLANNER



# 2017 Special Sections

Effective January 1 through  
December 31, 2017



**Antelope Valley Press**

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# Newspaper sections provide advertisers with unique targeting opportunities

## Top ten reasons to advertise in a Newspaper Special Section

- Special sections allow you to focus your ads on a specific target market.
- Special sections create market places within the newspaper to draw targeted audiences. In some cases, special sections create a marketplace where none has been before. They can also tie-in to a specific event or time of year making it more relevant for the reader.
- Special sections add content support for your advertising.
- We typically promote special sections — getting incremental traffic for your ads. Often special sections are distributed at major events or in other ways to enhance your audience, as well.
- Special sections are typically stand-alone sections within the newspaper making them and your ad easily located.
- Special sections are typically saved, giving your ad longer shelf life.
- Special sections often tie your brand name closely to the community you serve.
- Special sections are great opportunities for co-op and vendor funding.
- Special sections are great ways to test the viability of the newspaper.
- Special sections allow you to finitely target merchandise and services that would appeal to the special section reader.

Source: Newspaper Association of America

## JANUARY - 2017

**20** *American Heart Awareness (ROP)*  
Heart disease is the leading cause of death in the United States. Its victims are women and men, and people of all backgrounds and ethnicities, in all regions of our country. Although heart disease is one of our Nation's most costly and widespread health problems, it is among the most preventable. Also publishes in the Antelope Valley Press Express Saturday, January 21.  
*Deadline: Friday, January 13, 5 p.m.*

**29** *Dining & Entertainment Magazine*  
The Dining & Entertainment magazine is an excellent opportunity to engage a broad audience! Full-color, premium paperstock and designed with a fresh look—this is your ideal venue to showcase culinary delights, entertainment, festivals, exhibits, or ...  
*Deadline: Friday, January 6, 5 p.m.*

## FEBRUARY

**5** *AV Best Campaign (ROP)* — Standard.  
A strong campaign wins! We're offering special discounts so that you can launch an effective campaign to become Antelope Valley's Best. Beginning Sunday February 5 through Sunday, February 26, your campaign ads will run throughout the entire paper. Also publishes in the Antelope Valley Press Express Saturday, February 11 and 18.  
*Deadline: Thursday, February 2, 5 p.m.*

**19** *A Perfect Wedding* — Standard.  
Showcases current wedding trends with colorful photos and informative articles. Includes honeymoon ideas, plans and destinations. This year's *A Perfect Wedding* will be available at no charge to all attendees at the Annual Bridal Show on Sunday, February 26, 2017.  
*Deadline: Thursday, February 2, 5 p.m.*

**25** *Businesspeople* — Tabloid.  
Publishes in conjunction with the Antelope Valley Board of Trade's Business Outlook Conference. This widely read and retained section showcases Antelope Valley Businesspeople.  
*Deadline: Friday, February 3, 5 p.m.*

## MARCH

**12** *Future Leaders* — Tabloid.  
This highly-regarded and well-read special section spotlights outstanding young people who are currently making a contribution to our community and who seem destined to fill future leadership roles.  
*Deadline: Friday, February 10, 5 p.m.*

**15** *Child Abuse Prevention (ROP)*  
Child abuse affects children of every age, race and income level. A first step in helping or getting help for an abused or neglected child is to identify the signs and symptoms. Also publishes in the Antelope Valley Press Express Saturday, March 18.  
*Deadline: Friday, February 10, 5 p.m.*

## APRIL

**9** *Easter Worship* — Tabloid.  
Includes local special Easter services and celebrations.  
*Deadline: Friday, March 24, 5 p.m.*

**21** *Poppy Festival* — Tabloid.  
Publishes in conjunction with the City of Lancaster's Poppy Festival. Includes a schedule of Poppy Festival weekend events.  
*Deadline: Thursday, April 6, 5 p.m.*

**26** *AV Best Winners* — Tabloid.  
Businesses voted Antelope Valley's Best, by readers of the Antelope Valley Press. Also publishes in the Antelope Valley Press Express Saturday, April 29.  
*Deadline: Thursday, March 30, 5 p.m.*

## MAY

**7** *Mother's Day* — Standard. A celebration of all aspects of motherhood. The perfect place for Mother's Day gift ideas. Features winners of the popular *Draw Your Mom* contest.  
*Deadline: Friday, April 21, 5 p.m.*

**9** *National Cancer Survivors Page (ROP)*  
Celebrating National Cancer Survival Month, it includes a listing of local hotlines.  
*Deadline: Friday, May 5, 5 p.m.*

**21** *Health, Mind & Body* — Tabloid.  
Families are looking for the best ways to lead healthy, happier lives. *Health, Mind & Body* offers a creative mix of nutrition, fitness and medical articles for the entire family.  
*Deadline: Friday, May 5, 5 p.m.*

## JUNE

**11** *Father's Day* — Standard. A look at today's fathers. Includes gift ideas. Features winners of the *Draw Your Dad* contest.  
*Deadline: Friday, June 2, 5 p.m.*

**25** *AV Scrapbook/AV History* — Tabloid.  
A huge hit with readers and contributors. *AV Scrapbook* takes readers on a journey through Antelope Valley history in snapshots and memoirs readers provide from their lives in the Antelope Valley.  
*Deadline: Friday, June 2, 5 p.m.*

## JULY

**11** *Active Senior Living* — Tabloid.  
Special section highlights the lives of Valley seniors, events and activities here in the Antelope Valley with tips on how to make the golden years happy, healthy and financially independent.  
*Deadline: Friday, June 23, 5 p.m.*

**30** *Dining & Entertainment Magazine*  
The Dining & Entertainment magazine is an excellent opportunity to engage a broad audience! Full-color, premium paperstock and designed with a fresh look—this is your ideal venue to showcase culinary delights, entertainment, festivals, exhibits, or ...  
*Deadline: Friday, June 23, 5 p.m.*

## AUGUST

**16** *Antelope Valley Fair* — Tabloid.  
Our comprehensive, highly read and retained guide to everything that's happening at the AV Fair. Also publishes in the Antelope Valley Press Express, Saturday, August 19.  
*Deadline: Friday, August 4, 5 p.m.*

**25** *Football Kickoff*— Standard. An exciting preview of local college as well as local high school players, coaches, teams and fans. Includes a game schedule.

*Deadline: Friday, August 11, 5 p.m.*

## SEPTEMBER

**21** *World Alzheimer's Day (ROP)*  
Every year on September 21, Alzheimer associations across the globe unite to recognize World Alzheimer's Day in many ways. Also publishes in the Antelope Valley Press Express Saturday, September 23.

*Deadline: Friday, September 15, 5 p.m.*

## OCTOBER

**3** *Breast Cancer Survivor Page (ROP)*  
Includes breast cancer survivor photos and support group listings.

*Deadline: Friday, September 29, 5 p.m.*

**18** *HDMG Senior Expo* — Tabloid.  
Publishes in conjunction with the High Desert Medical Group Senior Expo.

*Deadline: Friday, September 22, 5 p.m.*

**26** *New Vehicle Preview* — Tabloid  
Sizzling hot new rides featured in our Preview 2018.

*Deadline: Friday, October 6, 5 p.m.*

**29** *Welcome* — Tabloid. Our most popular annual section, includes everything you need or want to know about living in the High Desert.

*Deadline: Friday, September 15, 5 p.m.*

## NOVEMBER

**3** *Diabetes Awareness (ROP)*  
Diabetes is the 5th deadliest disease in the United States. Studies provided by the American Diabetes Association show that 25.8 million children and adults in the U.S. — 8.3% of the population — have diabetes. Find out the facts about diabetes care to avoid complications. Also publishes in the Antelope Valley Press Express Saturday, November 4.

*Deadline: Friday, October 27, 5 p.m.*

**9** *Home for the Holidays* — Tabloid.  
Brimming with local holiday activities and information about parades, tree-lighting ceremonies, church events, holiday recipes, decorating ideas and more. Also publishes in the Antelope Valley Press Express, Saturday, November 11.

*Deadline: Friday, October 27, 5 p.m.*

**23** *Holiday Gifts* — Standard. Filled with the latest gift-giving ideas. Plus our Annual Christmas design contest winning artwork featured.

*Deadline: Friday, November 10, 5 p.m.*

## DECEMBER

**6** *Holiday Worship* — Tabloid.  
Features holiday religious services and programs.

*Deadline: Monday, November 20, 5 p.m.*

**3** *Last Minute Gifts* — Banner pages.  
Designed with the last minute shopper in mind! This is the perfect opportunity to provide readers with last-minute gift giving ideas for family and friends. Publishes December 3, 10, 14, and 17.

*Deadline: Adhere to display space deadlines.*

**17** *Christmas Eve Services* — Banner pages.  
Features holiday religious services and programs.

*Deadline: Tuesday, December 12, 5 p.m.*

## HOLIDAY SCRAMBLES

*Holiday Scrambles (ROP)* — Standard. Six times a year, Antelope Valley Press residents can play the Holiday Scramble. When your ad appears in the Scramble, readers will have a chance to unscramble your name. Readers send in the entry form with their answers and can win prizes for a dinner for two from a local restaurant. The Scramble dates for 2017 are:

**February 14** *Valentine's Day*  
*Deadline: Thursday, February 9, 5 p.m.*

**April 16** *Easter*  
*Deadline: Wednesday, April 12, 5 p.m.*

**July 4** *Independence Day*  
*Deadline: Thursday, June 29, 5 p.m.*

**October 31** *Halloween*  
*Deadline: Thursday, October 26, 5 p.m.*

**November 23** *Thanksgiving*  
*Deadline: Monday, November 20, 5 p.m.*

**December 25** *Christmas*  
*Deadline: Wednesday, December 20, 5 p.m.*

Ask your representative about the Scramble today! It's a great way to generate awareness for your business!

## SPECIAL FEATURE PAGES

*Special Feature Pages (ROP)* — Standard. The Antelope Valley Press is proud to highlight a variety of causes that are important to our readers and our community. These pages are a great opportunity to connect with your clients in a unique and impactful way.



# 2017 Calendar



## JANUARY 2017

S	M	T	W	TH	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
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American Heart Awareness, January 20, 21  
Dining & Entertainment, January 29

## FEBRUARY 2017

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AV Best Campaign, February 5-26  
A Perfect Wedding, February 19  
Businesspeople, February 25

## MARCH 2017

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Future Leaders, March 12  
Child Abuse Prevention, March 15, 18

## APRIL 2017

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Easter Worship, April 9  
Poppy Festival, April 21  
AV Best Winners, April 26, 29

## MAY 2017

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Mother's Day, May 7  
National Cancer Survivors Page, May 9  
Health, Mind & Body, May 21

## JUNE 2017

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Father's Day, June 11  
AV Scrapbook/AV History, June 25

## JULY 2017

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30	31					

Active Senior Living, July 11  
Dining & Entertainment, July 30

## AUGUST 2017

S	M	T	W	TH	F	S
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27	28	29	30	31		

Antelope Valley Fair, August 16, 19  
Football Kickoff, August 25

## SEPTEMBER 2017

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World Alzheimer's Day, September 21, 23

## OCTOBER 2017

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Breast Cancer Survivor Page, October 3  
HDMG Senior Expo, October 18  
New Vehicle Preview, October 26  
Welcome, October 29

## NOVEMBER 2017

S	M	T	W	TH	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		

Diabetes Awareness, November 3, 4  
Home for the Holidays, November 9, 11  
Holiday Gifts, November 23

## DECEMBER 2017

S	M	T	W	TH	F	S
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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					

Holiday Worship, December 6  
Last Minute Gifts, December 3, 10, 14, and 17  
Christmas Eve Services, December 17

For more information on the sections listed here or on other products and services offered by the



call your Account Executive at 661-273-2700.

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