

# Sun Journal 2018 Special Sections Calendar

Our Special Sections are available throughout the year and are created with YOU in mind. Combine these informative, enjoyable Special Sections with your regular advertising to generate more business in 2018.

## JANUARY

### Chamber Awards (Event Thursday, January 25, 2018)

Filled with information about the Androscoggin Chamber of Commerce Annual Awards.

**Reservation deadline:** Thursday, January 4, 2018

**Publication date:** Sunday, January 21, 2018

### Catholic Schools Week (January 28 - February 3)

Celebrates the Catholic schools and the programs they provide to their students.

**Reservation deadline:** Thursday, January 11, 2018

**Publication date:** Saturday, January 27, 2018

### Go Red For Women – AHA

Support the research, technology and information shared through the American Heart Association's Go Red For Women campaign.

**Reservation deadline:** Thursday, January 11, 2018

\* **Publication date:** Friday, January 26, 2018

## February

### Spring Wedding Guide

Complete information for planning a wedding from the proposal to the honeymoon.

**Reservation deadline:** Thursday, January 18, 2018

**Publication date:** Sunday, February 4, 2018

### Presidents Day

Hot new automobiles for 2018, dealer information, paired with all of the newest vehicle options.

**Reservation deadline:** Thursday, January 25, 2018

**Publication date:** Saturday, February 10, 2018

## MARCH

### Spring Home Improvement

Deliver the latest ideas and trends in home décor, home design and home improvement to our readers.

**Reservation deadline:** Thursday, February 15, 2018

**Publication date:** Friday, March 2, 2018

### Western ME Builders

This is a great resource, featuring ideas for the home and office from contractors and remodelers.

**Reservation deadline:** Thursday, February 22, 2018

**Publication date:** Saturday, March 10, 2018

### Spring Car Care

Equips readers with a variety of helpful hints and expert advice pertaining to your car.

**Reservation deadline:** Thursday, March 1, 2018

**Publication date:** Friday, March 16, 2018

### Living Well – 50+

Designed for the seasoned reader. Bring your products and services to the attention of our readers who are in the prime of their life.

**Reservation deadline:** Thursday, March 8, 2018

**Publication date:** Saturday, March 24, 2018

## APRIL

### Androscoggin Community Job Fair

Highlighting employers and job seekers. Tips on attending a job fair, important logistical information regarding this annual event.

**Reservation deadline:** Thursday, March 15, 2018

\* **Publication date:** Sunday, April 1, 2018

### Landscape and Garden

Green thumbs, gardeners and homeowners look forward to this delightful introduction to Spring.

**Reservation deadline:** Thursday, March 22, 2018

**Publication date:** Friday, April 6, 2018

### College Bound

Full of information on financial aid, school selection and career choices for those preparing for college life.

**Reservation deadline:** Thursday, March 22, 2018

**Publication date:** Friday, April 6, 2018

### Spring Sports

Schedules, photos and roundups of all high school sports. The insert and sports pages are anticipated and enjoyed by parents, students and sports fans.

**Reservation deadline:** Thursday, March 29, 2018

**Publication date:** Friday, April 13, 2018

### HOW TO

A broad range of topics, such as how to choose doctors and other professionals, as well as how to choose carpet cleaners, septic companies, jewelers and much more. This guide is unique, because there is just one advertiser per topic.

**Reservation deadline:** Thursday, March 29, 2018

**Publication date:** Saturday, April 21, 2018

### Emerge Film Festival ( April 26-28, 2018)

Be a part of something exciting, local and growing! Highlights and schedule, along with articles and interesting facts!

**Reservation deadline:** Thursday, April 5, 2018

**Publication date:** Sunday, April 22, 2018

## MAY

### Summer in Maine

Find things like Maine Summer getaways, flea markets, worship, golf courses, restaurants, people and events all in one place.

**Reservation deadline:** Thursday, April 26, 2018

**Publication date:** Sunday, May 13, 2018

### Graduation

Recognizes thousands of high school graduates from area schools. Filled with photos, senior class members and graduation information.

**Reservation deadline:** Thursday, May 3, 2018

**Publication date:** Friday, May 18, 2018

## JUNE

### Business to Business Trade Show

The largest trade show in Central Maine. There are more than 100 vendors and thousands of readers attending the show. Don't miss out!

**Reservation deadline:** Thursday, May 24, 2018

\***Publication date:** Sunday, June 10, 2018

## JULY

### Moxie Festival ( Festival is July 13, 14 & 15, 2018)

Moxie! Maine in a bottle! 75,000 readers will be looking for the festival schedule of activities and events in this special section. Plan to be a part of the celebration.

**Reservation deadline:** Thursday, June 21, 2018

**Publication date:** Thursday, July 12, 2018

## AUGUST

### Our Town

Two Editions, City and Western, provide an assortment of essential information on education, community, government, economy, sports and recreation.

**Reservation deadline:** Thursday, July 19, 2018

**Publication date:** Friday, August 3, 2018

### Balloon Festival

Provides an entertainment schedule, event map and a mix that includes a vendor list, photos of the participation balloons, launch sites and exhibit locations.

**Reservation deadline:** Thursday, July 26, 2018

\* **Publication date:** Sunday, August 12, 2018

### Fall Wedding Guide

Complete information for planning a wedding - from start to finish.

**Reservation deadline:** Thursday, August 9, 2018

**Publication date:** Sunday, August 26, 2018

### Oxford 250

Features an array of race information, schedule of events and more. Many readers attend this richest, one-day short track race in America.

**Reservation deadline:** Thursday, August 9, 2018

\* **Publication date:** Thursday, August 23, 2018

## SEPTEMBER

### Football/Fall Sports

Schedules, photos and roundups of all high school sports. The football tab and sports pages are anticipated and enjoyed by parents, students and sports fans.

**Reservation deadline:** Thursday, August 16, 2018

**Publication date:** Friday, August 31, 2018

### Fall Home Improvement/ Heating Solutions

Now is the time to prepare our homes for the winter. Share your products and services with homeowners looking for the latest in home decorating and practical advice on renovations and energy saving ideas.

**Reservation deadline:** Thursday, August 23, 2018

**Publication date:** Saturday, September 8, 2018

### Fall Car Care

Helpful hints and expert advice, professionally prepared to help you to get your car ready for the winter.

**Reservation deadline:** Thursday, August 30, 2018

**Publication date:** Friday, September 14, 2018

## OCTOBER

### Credit Union Day

Building on the understanding of credit union membership/ ownership and promoting the wide range of services that credit unions have provided for over 150 years. Local. Trusted. Serving you.

**Reservation deadline:** Thursday, September 27, 2018

**Publication date:** Sunday, October 14, 2018

## NOVEMBER

### Veterans Day

In honor and remembrance of those who served our country.

**Reservation deadline:** Thursday, October 25, 2018

**Publication date:** Sunday, November 11, 2018

### Shriner's FEZtival of Trees

Featuring the 11th annual Kora Temple's "FEZtival of Trees" holiday celebration including the beautifully decorated trees, craft fair, food court and Christmas music.

**Reservation deadline:** Thursday, October 25, 2018

\* **Publication date:** Sunday, November 11, 2018

### Western ME Holiday Series (5)

Thursday, November 22

Thursday, November 29

Thursday, December 6

Monday, December 10

Thursday, December 13

**Reservation deadline:** Thursday, November 8, 2018

**Publication date:** See above

### Holiday Series – All Editions (4)

Thursday, November 22

Friday, November 30

Friday, December 7

Friday, December 14

**Reservation deadline:** Thursday, November 8, 2018

**Publication date:** See above

## DECEMBER

### Basketball/Winter Sports

High school basketball insert and winter sports pages, including alpine and Nordic skiing, swimming, cheering, hockey, wrestling, and indoor track. Families and fans love the special section and pages!

**Reservation deadline:** Thursday, November 21, 2018

**Publication date:** Friday, December 7, 2018

### Winter in Maine

Reach a large market of Winter enthusiasts involved in all types of winter work & recreation.

**Reservation deadline:** Thursday, November 15, 2018

**Publication date:** Sunday, December 2, 2018

### Season's Greetings

Share your well wishes with customers and friends.

**Reservation deadline:** Thursday, December 6, 2018

**Publication date:** Monday, December 24, 2018

### Business Review

A great opportunity to demonstrate the longevity and services of your company.

**Reservation deadline:** Thursday, December 13, 2018

**Publication date:** Monday, December 31, 2018

\* Dates not confirmed vs event.

Target your customers and  
**Grow.**