

SPECIAL SECTIONS 2011



JANUARY	Kick off of new Advantage Incentive
FEBRUARY	Valentine's Day/President's Weekend 1/28 deadline Published 2/3 & 2/11 Special Events, Party Planning and Wedding Issue deadline 2/3 published 2/11
MARCH	St. Patty's Day - 2/25 deadline - publish date 3/3 & 3/11
APRIL	Palm Sunday and Easter - 3/18 deadline - publish date 4/7, 4/14, 4/21 Sensational '60s (insert to Wildwood Leader, Middle Township Gazette and Cape May Gazette - also goes into each participants welcome bag.) TBD Earth Day - 40th Anniversary Centerfold in paper - 4/8 deadline 4/14 & 4/21 Mother's Day - 4/23 - published 4/28 and 5/5
MAY	Free.time starts - 5/5 deadline date - published every Friday from the second week in May through the 3rd week in September SandPaper starts - 5/5 deadline date - publishes every Friday from the second week in May through the 1st week in September The BBQ Issue - 5/20 deadline date - published 5/27 Memorial Day Weekend
JUNE	Father's Day Gift and Party Ideas 6/10 deadline publish 6/17 4th of July issue - 6/24 deadline publish date 7/1
AUGUST	Fall Preview and back to school - 8/3 deadline 8/12 - 8/19
SEPTEMBER	Biker Weekend in the Wildwoods special section centerfold - 9/3 deadline published 9/8 Irish Fall Weekend special section centerfold - 9/8 deadline published 9/21
OCTOBER	Wildwood Seafood Fest centerfold - 10/1 deadline 10/6 published Irish Fall Festival Smithville - book TBD Fab '50s guide for GWCOG members only dates tba
NOVEMBER	Victorian Week in Cape May - booklet insert - CM, WL, MT - TBA Thanksgiving Centerfold - 11/4 deadline publish date 11/10 & 11/17 Tis the Season Book 11/5 deadline publish date 11/24&25
DECEMBER	Holiday Showcase pages 11/5 deadline publish date 11/24 though 12/24 A New You - 12/17 deadline published 12/28

TEN REASONS TO ADVERTISE IN CATAMARAN MEDIA SPECIAL SECTIONS

1. Special sections allow you to focus your ads on a specific target market.
2. 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.
3. Special sections add content support for your advertising.
4. Newspapers 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.
5. Special sections are typically stand-alone sections within the newspaper making them and your ad easily located.
6. Special sections are typically saved, giving your ad longer shelf life.
7. Special sections often tie your brand more closely to the community you serve.
8. Special sections are great opportunities for co-op and vendor funding.
9. Special sections are great ways to test the viability of the newspaper.
10. Special sections allow you to finitely target merchandise and services that would appeal to the special section reader.

WEEKLY SECTIONS • DINING • WORSHIP

ONCE A MONTH SECTIONS

- 1st week of the month • DECOR AND RESTORE
- 2nd week of the month • WELLNESS & FITNESS
- 3rd week of the month • SPECIAL DINING
- 4th week of the month • AUTOMOTIVE

WEB OPTIONS

- Jersey Shore Gifts - \$100 for the year - 11/24 though 12/31/2012
- Perfect for businesses that are web base only or have an additional profit center through web sales
- HOME PAGE BANNER OPTIONS
- weekly rates for banner ads on our home page
- BLOCK ADS ON OUR HOME PAGE

BUNDLE OR RICH MEDIA PACKAGES AVAILABLE

- mix print and web for a wider market penetration.



Call Caroline Ranoia @ 609-602-0082 - e-mail: caroline.ranoia@catamaranmedia.com
or Susan DiBiasio @ 609-602-8704 - e-mail: susan.dibiasio@shorenewstoday.com