



2011 SPECIAL SECTIONS SCHEDULE

<u>Supplement</u>	<u>Date</u>	<u>Qty</u>	<u>Publication</u>	<u>Advertising Deadline</u>
Bridal Booklet	January 5.....	3,000.....	Bridal Show Distribution.....	December 23, 2010
	February 17.....	7,000.....	The Star News & Bridal Show Distribution	
Rural Living Winter	January 26.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner	January 3, 2011
	January 25.....		Additional Coverage in Central Wisconsin Shopper	
Bus. Card Directory	February 22.....	3,000.....	Abbotsford, Colby, Curtiss, Dorchester & Unity Distribution.....	January 3, 2011
FFA Week Section	February 23.....	2,900.....	Tribune Record Gleaner.....	February 9, 2011
	February 23.....	2,800.....	The Record-Review.....	February 9, 2011
	February 23.....	2,600.....	The Tribune-Phonograph.....	February 9, 2011
Lenten Fish Special	March 9-April 13.....	TBD		
Spring Car Care Pages	March 29.....		Central Wisconsin Shopper.....	March 23, 2011
Spring Sports Preview	March 30.....	2,800.....	The Record-Review.....	March 11, 2011
	March 30.....	4,600.....	The Tribune-Phonograph & Owen-Withee routes of CWS (4/5).....	March 11, 2011
	March 30.....	2,900.....	Tribune Record Gleaner.....	March 11, 2011
Rural Living Spring	April 6.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner	March 14, 2011
	April 12.....		Additional Coverage in Central Wisconsin Shopper	
Greenthumb Pages	April 19.....		Central Wisconsin Shopper.....	April 13, 2011
Spring Home Guide	April 27.....		Tribune Record Gleaner.....	April 15, 2011
Mother's Day	May 3 & 4.....		TBD	
Rural Living Pets	May 4.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner.....	April 18, 2011
	May 10.....		Additional Coverage in Central Wisconsin Shopper	
Community Guide	May 19.....	10,000.....	Clark & Marathon County Distribution.....	April 1, 2011
Graduation Ads	May 18.....		The Tribune-Phonograph - Abbotsford, The Record - Review - Stratford,	
	May 25.....		The Record-Review - Athens, Edgar & Marathon	
			The Tribune-Phonograph - Colby	
Graduation Section	May 18.....	2,900.....	Tribune Record Gleaner - Greenwood, Granton, Loyal & Spencer	
City Wide Garage Sale	June 14.....		Central Wisconsin Shopper	
Rural Living Summer	June 15.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner	May 23, 2011
			Additional Coverage in Central Wisconsin Shopper	
Farm Technology Days	July 6.....		Event July 12, 13, 14 - Distributed Statewide middle of April and on www.centralwinews.com and second distribution last week of June in The Record-Review, The Tribune-Phonograph, Tribune Record Gleaner & The Star News	
Crazy Days	August 2.....		Central Wisconsin Shopper.....	July 27, 2011
Clark County Fair	August 17.....	2,900.....	Tribune Record Gleaner.....	August 5, 2011
Steam Engine Days			Event August 26, 27, 28 - Details TBD	
Fall Sports Preview	August 31.....	2,800.....	The Record- Review.....	August 8, 2011
	August 31.....	4,600.....	The Tribune-Phonograph & Owen-Withee routes of CWS (9/6).....	August 8, 2011
	August 31.....	2,900.....	Tribune Record Gleaner.....	August 8, 2011
September 11th			Educational tool for Middle School classrooms in Central Wisconsin	
Football Predictions	Sept. 14-Dec. 21.....		Tribune Record Gleaner.....	September 7, 2011
Rural Living Fall	September 21.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner	September 2, 2011
	September 27.....		Additional Coverage in Central Wisconsin Shopper	
Rural Living Hunting	November 16.....	8,300.....	Record-Review, Tribune-Phonograph & Tribune Record Gleaner	October 28, 2011
	November 22.....		Additional Coverage in Central Wisconsin Shopper	
Holiday Gift Guide	November 22.....	17,900.....	Central Wisconsin Shopper.....	November 3, 2011
Winter Sports Preview	November 30.....	2,800.....	The Record-Review.....	November 14, 2011
	November 30.....	4,600.....	The Tribune-Phonograph & Owen-Withee routes of CWS (12/6).....	November 14, 2011
	November 30.....	2,900.....	Tribune Record Gleaner.....	November 14, 2011
Holiday Greetings	December 20.....	17,900.....	Central Wisconsin Shopper.....	December 2, 2011
Holiday Drawings	December 21.....	2,900.....	Tribune Record Gleaner.....	December 2, 2011

If you are interested in advertising in these special sections, contact your advertising consultant:
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Please watch for details or talk with your advertising representative regarding any date changes.



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