

Special Sections

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BY MONTH

Month/Feature	Pub Date	Format	Space Deadline
JANUARY			
Homescape	Sun. 1/8	Standard	Fri. 12/23
FEBRUARY			
Homescape/February	Sun. 2/5	Standard	Fri. 1/20
North Jersey Forecast 2006	2/5 - 2/8	Standard	Fri. 1/13
Valentine's Gift & Dining Guide	Wed. 2/8	Standard	Tues. 1/24
Valentine's repeat in Go!	Fri. 2/10	Tabloid	Tues. 2/7
Spring Broadway Preview	Sun. 2/12	Standard	Tue. 2/7
February Wedding Guide	Thur. 2/16	Tabloid	Fri. 2/3
Women's Health	Fri. 2/24	Standard	Fri. 2/10
MARCH			
Spring Education 1	Sun. 3/5	Standard	Fri. 2/17
Homescape/March	Sun. 3/5	Standard	Fri. 2/17
APRIL			
Homescape/April	Sun. 4/2	Standard	Fri. 3/17
Easter Dine-Out in Go!	Fri. 4/7	Tabloid	Tues. 4/4
Spring Education 2	Sun. 4/9	Standard	Fri. 3/24
Easter Dine-Out	Wed. 4/12	Standard	Fri. 4/7
Wheels 2006, NY Auto Show	Fri. 4/14	Standard	Mon. 4/10
Spring Real Estate	Fri. 4/14	Tabloid	TBD
Golf	Thur. 4/20	Tabloid	Tues. 4/11
Spring Home & Garden	Fri. 4/21	Tabloid	Fri. 3/31
Nurses Week	Sun. 4/30	Standard	Fri. 4/21
MAY			
Mother's Day Gift & Dining Guide	Wed. 5/3	Standard	Tue. 4/18
Mother's Day repeat in Go!	Fri. 5/5	Tabloid	Tue. 5/2
Homescape/May	Sun. 5/7	Standard	Fri. 4/21
Spring Auto Guide	Tue. 5/9	Standard	Thurs. 5/4
Spring Medical Forum	Thur. 5/25	Standard	Mon. 5/15
JUNE			
Prime of Your Life	Fri. 6/2	Tabloid	Fri. 5/12
Homescape/June	Sun. 6/4	Standard	Fri. 5/19
How to Guide	Fri. 6/16	Tabloid	Fri. 5/5
JULY			
Bridal Planner	Sat. 7/8	Magazine	Fri. 5/12
Summer Dining Favorites	Fridays 7/14-9/1	Tabloid	Tuesday
Homescape July/August	Sun. 7/30	Standard	Fri. 7/14

Month/Feature	Pub Date	Format	Space Deadline
AUGUST			
Fall Education	Sun. 8/27	Standard	Fri. 8/11
SEPTEMBER			
Homescape/September	Sun. 9/3	Standard	Fri. 8/18
Beauty & Fashion	Thur. 9/7	Standard	Fri. 8/18
High School Mega Sports	9/6 - 9/8	Tabloid	Fri. 8/25
Fall Broadway Preview	Sun. 9/10	Standard	Tue. 9/5
Fall Home Improvement	Fri. 9/15	Tabloid	Fri. 8/25
Fall Food & Wine	Sun. 9/24	Tabloid	Fri. 9/1
Bride's Guide	Thur. 9/28	Tabloid	Fri. 9/15
Physicians Guide	Fri. 9/29	Tabloid	TBD
OCTOBER			
Homescape/October	Sun. 10/1	Standard	Fri. 9/15
Breast Cancer Awareness	Wed. 10/4	Standard	Fri. 9/22
Columbus Day Auto Guide	Mon. 10/9	Standard	Wed. 10/4
Fall Real Estate	Fri. 10/13	Tabloid	TBD
FDU College Expo	Sun. 10/29	Tabloid	Fri. 10/13
New Car/Auto Buyers Preview	Tues. 10/31	Standard	Wed. 10/25
NOVEMBER			
Homescape/November	Sun. 11/5	Standard	Fri. 10/20
Fall Dine Out Guide	Sun. 11/12	Book	Fri. 9/29
Thanksgiving Dine-Out	Wed. 11/15	Standard	Fri. 11/10
Thanksgiving Dine-Out repeat in Go!	Fri. 11/17	Tabloid	Tue. 11/14
Thanksgiving Wrapper	Thur. 11/23	Standard	Fri. 11/3
Holiday Gift Guide 1	Fri. 11/24	Standard	Fri. 11/13
DECEMBER			
Homescape/December	Sun. 12/3	Standard	Wed. 11/15
Holiday Gift Guide 2	Fri. 12/8	Standard	Fri. 11/24
Holiday Dine-Out in Go!	Fri. 12/8	Tabloid	Tue. 12/5
Winter Auto Guide	Mon. 12/11	Standard	Wed. 12/6
Holiday Dine-Out	Wed. 12/13	Standard	Fri. 12/8
Last Minute Gift Guide	Fri. 12/15	Standard	Fri. 12/1
New Year's Dine-Out	Wed. 12/20	Standard	Fri. 12/15
New Year's Dine-Out (In Go!)	Fri. 12/22	Tabloid	Tues. 12/19

It is the goal of The Record and Herald News to provide its advertisers with the most effective advertising environment possible. With this in mind, special sections may be cancelled if the ultimate content and/or size do not meet our strict quality requirements. Advertising purchased for a cancelled section will be included in that day's newspaper at the special section rate at the advertiser's option.

The Record
HERALD NEWS

150 River Street, Hackensack, NJ 07601-7172
201/646-4200

www.northjersey.com

Effective January 1, 2006

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BY CATEGORY

Feature	Publication date	Feature	Publication date
AUTOMOTIVE		LIFESTYLE	
Wheels 2006, NY Auto Show	4/14	Prime of Your Life	6/2
Spring Auto Guide	5/9	Fall Food & Wine	9/24
Columbus Day Auto Guide	10/9	MISCELLANEOUS	
New Car/Auto Buyers Guide	10/31	How To Guide	6/16
Winter Auto Guide	12/11	Thanksgiving Insert Wrapper	11/23
BRIDAL		SHOPPING	
Wedding Guide	2/16	Valentine's Gift Guide	2/8
Bridal Planner	7/8	Mother's Day Gift Guide	5/3
Fall Bride's Guide	9/28	Beauty & Fashion	9/7
EDUCATION		Holiday Gift Guide 1	11/24
Spring Education 1	3/5	Holiday Gift Guide 2	12/8
Spring Education 2	4/9	Last Minute Gift Guide	12/15
Fall Education	8/27	SPORTS	
FDU College Expo	10/29	High School Sports Preview	9/6-9/9
ENTERTAINMENT		(Football, Girls Soccer, Boys Soccer)	
Spring Broadway Preview	2/12	Golf	4/20
Fall Broadway Preview	9/10	RESTAURANT & DINING	
FINANCE		Valentine's Day Dine Out	2/8 & 2/10
North Jersey Forecast 2006	2/5-2/8	Easter Dine Out	4/7 & 4/12
HEALTH & MEDICAL		Mother's Day Dine Out	5/3 & 5/5
Women's Health	2/24	Summer Dining Favorites	7/14-9/1
Nurses Week	4/30	Fall Dining Guide	11/12
Medical Forum	5/25	Thanksgiving Dine Out	11/15 & 11/17
Physicians Guide	9/29	Holiday Dine Out	12/8 & 12/13
Breast Cancer Awareness	10/4	New Years Dine Out	12/20 & 12/22
HOME		<p>To advertise in our special sections call Special Sections Manager Frank Scancarella 201/646-4041 scancarella@northjersey.com</p>	
HomeScape:	January 1/8		
	February 2/5		
	March 3/5		
	April 4/2		
	May 5/7		
	June 6/4		
	July/Aug 7/30		
	September 9/3		
	October 10/1		
	November 11/5		
	December 12/3		
Spring Real Estate	4/14		
Spring Home & Garden	4/21		
Fall Home Improvement	9/15		
Fall Real Estate	10/13		

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