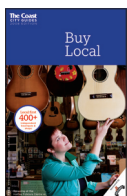


WHAT'S HAPPENING AT The Coast

MARKETING CALENDAR 2010

UPDATED SEPTEMBER, 2009



JANUARY

- ☐ **How to Fix the City** / Jan 7
- ☐ **Well Being Guide** / Jan 21
 - ☐ Get Fit **AD FEATURE**

FEBRUARY

- ☐ **Regular Issue** / Feb 4
 - ☐ Valentine's Gift Ideas **AD FEATURE**
- ☐ **Valentine's Issue** / Feb 11
 - ☐ Book of Love (Wedding Ideas) **AD FEATURE**

MARCH

- ☐ **Regular Issue** / Mar 4
 - ☐ Java Guide **AD FEATURE**
- ☐ **Beer Guide** / Mar 11
- ☐ **Go Local Clayton Park** / Mar 11
- ☐ **Best of Music** / Mar 25
 - ☐ Locally Owned **AD FEATURE**

APRIL

- ☐ **Green Halifax City Guide** / Apr 1
- ☐ **Go Local Dartmouth** / Apr 1
- ☐ **Regular Issue** / Apr 8
 - ☐ Brunch Guide **AD FEATURE**
- ☐ **Home Style Guide** / Apr 15 **PULL OUT**
- ☐ **Go Local Barrington** / Apr 29

MAY

- ☐ **Fashion Style Guide** / May 6 **PULL OUT**
- ☐ **Best of Food** / May 13

- ☐ **Council Report Card** / May 20
 - ☐ Pamper Yourself **AD FEATURE**
- ☐ **Go Local Hydrostone** / May 27

JUNE

- ☐ **18th Anniversary Issue** / Jun 3
- ☐ **Food & Drink City Guide** / Jun 3
- ☐ **New Music Guide** / Jun 10
- ☐ **Hot Summer Guide** / Jun 17 **EXTRA COPIES**
 - ☐ Patio Guide **AD FEATURE**
 - ☐ Get Out of Town! **AD FEATURE**
- ☐ **Go Local Bedford** / Jun 24

JULY

- ☐ **Jazz Festival** / Jul 8
- ☐ **Pride Issue** / Jul 22

AUGUST

- ☐ **Best of Halifax City Guide** / Aug 5
- ☐ **Go Local Agricola** / Aug 5
- ☐ **Fall Music Preview** / Aug 26

SEPTEMBER

- ☐ **Back to School** / Sept 2 **EXTRA COPIES**
 - ☐ Fall Fashion **AD FEATURE**
 - ☐ Student Discounts **AD FEATURE**
- ☐ **Atlantic Film Festival** / Sept 16
- ☐ **Go Local Quinpool Road** / Sept 16
- ☐ **Fall Arts Guide** / Sept 30

OCTOBER

- ☐ **Regular Issue** / Oct 7
 - ☐ Go Local Spring Garden **AD FEATURE**
- ☐ **Nocturne** / Oct 14
 - ☐ Eat & Drink Dartmouth **AD FEATURE**
- ☐ **Halifax Pop Explosion** / Oct 21
- ☐ **Halloween Guide** / Oct 28
 - ☐ Halloween Party **AD FEATURE**

NOVEMBER

- ☐ **Best of Halifax** / Nov 4
- ☐ **Buy Local City Guide** / Nov 18
- ☐ **Go Local South End** / Nov 18

DECEMBER

- ☐ **Holiday Planner** / Dec 2
 - ☐ Gifts Under \$25 **AD FEATURE**
- ☐ **Get Involved Guide** / Dec 9
 - ☐ Gifts for Him or Her **AD FEATURE**
- ☐ **Critic's Picks CD/DVD/Gaming** / Dec 16
 - ☐ Last Minute Gifts **AD FEATURE**
 - ☐ Boxing Week Sales **AD FEATURE**
- ☐ **Fiction Issue** / Dec 23
- ☐ **Last Minute NYE Plans** / Dec 30

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