



2012 Deadlines

Publication Date	Theme**	Editorial 5 p.m.	Ad Space 3 p.m.	Classified Noon	Ad Copy Noon
Jan. 12*	MLK/Skiing	Jan. 3	Jan. 5	Jan. 5	Jan. 6
Jan. 26	Telemark Fest/Banzai Tour	Jan. 17	Jan. 19	Jan. 19	Jan. 20
Feb. 9	30th Anniversary issue	Jan. 31	Feb. 2	Feb. 2	Feb. 3
Feb. 16*	President's Day/Heliskiing	Feb. 7	Feb. 9	Feb. 9	Feb. 10
March 1	SnowFest!/Sidecountry	Feb. 21	Feb. 23	Feb. 23	Feb. 24
March 15	Snowmobiling	March 6	March 7	March 8	March 8
March 29	Spring skiing/Easter	March 20	March 22	March 22	March 23
April 12	Earth Day/Back country skiing	April 3	April 5	April 5	April 6
April 26	Mind, Body & Soul issue	April 17	April 19	April 19	April 20
May 10	Golf Preview	May 1	May 3	May 3	May 4
May 24*	Memorial Day/Summer Preview	May 15	May 17	May 17	May 18
June 7	Wildflowers	May 29	May 31	May 31	June 1
June 14	Heart & Solstice Festival	June 5	June 7	June 7	June 8
June 21	Whitewater rafting/Golf Expo	June 12	June 14	June 14	June 15
June 28*	4th of July/Sailing	June 19	June 21	June 21	June 22
July 5	ARTour/Lake Tahoe Music Festival	June 26	June 28	June 28	June 29
July 12	Shakespeare Festival	July 3	July 5	July 5	July 6
July 19	Truckee Rodeo	July 10	July 12	July 12	July 13
July 26	Wanderlust Festival/Squaw	July 17	July 19	July 19	July 20
Aug. 2	Mountain biking	July 24	July 26	July 26	July 27
Aug. 9	Concours d'Elegance	July 31	Aug. 2	Aug. 2	Aug. 3
Aug. 16	Paddleboarding	Aug. 7	Aug. 9	Aug. 9	Aug. 10
Aug. 23	Tahoe Rim Trail	Aug. 14	Aug. 16	Aug. 16	Aug. 17
Aug. 30*	Labor Day	Aug. 21	Aug. 23	Aug. 23	Aug. 24
Sept. 6	Autumn Food & Wine	Aug. 28	Aug. 30	Aug. 30	Aug. 31
Sept. 13	Trails & Vistas	Sept. 4	Sept. 6	Sept. 6	Sept. 7
Sept. 20	Hiking	Sept. 11	Sept. 13	Sept. 13	Sept. 14
Sept. 27	Wine Walk/Tahoe Marathon	Sept. 18	Sept. 20	Sept. 20	Sept. 21
Oct. 11	Harvest Festival/Fall Color	Oct. 2	Oct. 4	Oct. 4	Oct. 5
Oct. 25	Chocolate Festival	Oct. 16	Oct. 18	Oct. 18	Oct. 19
Nov. 15*	Thanksgiving/Winter Preview	Nov. 6	Nov. 8	Nov. 8	Nov. 9
Dec. 6	Holiday Shopping Guide	Nov. 27	Nov. 29	Nov. 29	Nov. 30
Dec. 20*	Christmas	Dec. 11	Dec. 13	Dec. 13	Dec. 14
Dec. 27*	New Year's Eve	Dec. 17	Dec. 19	Dec. 19	Dec. 20

* Issues subject to Holiday advertising rates

**Themes are subject to change

"The Weekly magazine is the Tahoe City Marina's most effective advertising, reaching both visitors and locals alike. The beautiful and dynamic covers are great at grabbing the reader's attention and the content is well written and informative. Plus, the entire staff is a dedicated, hard working group that really cares about the quality of every issue. We are proud to be a part of this well-loved publication."

Michelle T. Allen
Tahoe City Marina