

2008 SPECIAL SECTION CALENDAR

Name of section / Publication date / Product format

January

- Homes of Tomorrow / Friday, 4 / Real Estate Tabloid
- Lakeland Magazine / Friday, 25 / West Polk Magazine
- Celebrate Schools / Tuesday, 29 / Ledger - Full Run Broadsheet

February

- Who's Who / Sunday, 3 / Ledger - Full Run Modular Tabloid
- Physicians Guide / Sunday, 3 / Ledger - Full Run Modular Tabloid
- East Polk Lifestyles Magazine / Thursday, 21 / East Polk Magazine
- Detroit Tigers Spring Training / Friday, 22 / Ledger - Full Run Mod. Tabloid
- Celebrate Schools / Tuesday, 26 / Ledger - Full Run Broadsheet

March

- Guide To Polk / Sunday, 10 / Ledger - Full Run Modular Tabloid
- Celebrate Schools / Tuesday, 25 / Ledger - Full Run Broadsheet

April

- Parade of Homes / Friday, 11 / Ledger - Full Run Real Estate Tabloid
- Travel & Weekend Getaway / Sunday, 20 / Ledger/Reporter Mod. Tabloid
- Florida Green (Earth Day) to come
- Lakeland Magazine / Thursday, 17 / West Polk Magazine
- Health 2008 / Sunday, 27 / Ledger - Full Run Modular Tabloid
- Celebrate Schools / Tuesday, 29 / Ledger - Full Run Broadsheet

May

- Mayfaire / Thursday, 8 / Ledger - Full Run Tab (SAU) - TimeOut Pull-Out
- East Polk Lifestyles Magazine / Thursday, 15 / East Polk Magazine
- Auto - Memorial Day / Monday, 26 / Ledger - Full Run Broadsheet
- Bridal Guide / Thursday, 29 / Magazine

June

- Hurricane Tracking / Sunday, 1 / Ledger - Full Run Broadsheet
- Travel & Weekend Getaway / Sunday, 15 / Ledger/Reporter Mod. Tabloid

July

- Auto - July 4th / Friday, 4 / Ledger - Full Run Broadsheet
- Lakeland Magazine / Thursday, 17 / West Polk Magazine

August

- Back To School / Thursday, 7 / Ledger - Full Run Broadsheet
- East Polk Lifestyles Magazine / Thursday, 14 / East Polk Magazine
- Travel & Weekend Getaway / Sunday, 17 / Ledger/Reporter Mod. Tabloid
- Prep-Football 2008 / Thursday, 21 / Ledger - Full Run Broadsheet
- College-Football 2008 / Thursday, 28 / Ledger - Full Run Broadsheet

September

- Auto - Labor Day / Monday, 1 / Ledger - Full Run Broadsheet
- Pro-Football 2008 / Thursday, 4 / Ledger - Full Run Broadsheet
- Health 2008 / Sunday, 21 / Ledger - Full Run Modular Tabloid
- Season Preview of the Arts / Thursday, 25 / Ledger - TimeOut (Pull-Out)
- Celebrate Schools / Tuesday, 30 / Ledger - Full Run Broadsheet

October

- Travel & Weekend Getaway / Sunday, 12 / Ledger/Reporter Mod. Tabloid
- Lake Mirror Auto Classic / Sunday 12 / Ledger - Full Run Modular Tabloid
- Lakeland Magazine / Thursday, 16 / West Polk Magazine
- Parade of Homes / Friday, 17 / Ledger - Full Run Real Estate Tabloid
- Auto Preview / Thursday, 23 / Ledger - Full Run Broadsheet
- Celebrate Schools / Tuesday, 28 / Ledger - Full Run Broadsheet

November

- Best Bites / Thursday, 20 / Ledger - Full Run Tab (SAU) - TimeOut Pull-Out
- Gift Guide Magazine / Thursday, 20 / West & East Polk Magazine
- East Polk Lifestyles Magazine / Thursday, 20 / East Polk Magazine
- Auto - 2008 Reasons / Sunday, 23 / Ledger - Full Run Broadsheet
- Celebrate Schools / Tuesday, 25 / Ledger - Full Run Broadsheet

December

- Auto Dealers Year-end Clearance / Thursday, 25 / Full Run Broadsheet
- Year In Review / Sunday 28 / Ledger - Full Run Broadsheet

Section(s) and publication date(s) subject to change.

The Ledger

For advertising information please contact The Ledger at 863-802-7410.