

2012 SPECIAL SECTIONS

TRIPLE HER CHANCES OF GRADUATING FROM HIGH SCHOOL. Read to Her Every day.

Look inside to find out how to win \$100 cash by reading to Publix.

Parent Magazine

LET'S GROW

Wednesday, November 26, 2011

Out & About
Rich history... news that's helpful!

Inside

JOHN O'NEIL Learning Center Annual Country Show
SANTA'S Coming To... JOJO WHILDEN'S Event
FESTIVAL OF WISCONSIN At Historic Courthouse
Breakfast With Santa At Holy Trinity
Shakespearean Labyrinth Postcards Open Family Fun Festival

Light Up Bartow Christmas Parade
December 9, 6:00 p.m.
Downtown Bartow

Rudolph Roundup!

THE BAR
WINNERS VILLAGE

Rudolph Roundup!

Best Bites

Arts & Entertainment Guide • The Ledger • November 18, 2010

The Ledger's 19th Annual Pullout Guide to Dining

Best Bites

Your Safari Guide Through the Dining Jungle

Restaurant Listing p12 • Top-Secret Restaurant Recipes Throughout • Polk Brunches p14

WWW.THELEDGER.COM/DINING

LAKE MIRROR CLASSIC
AUTO FESTIVAL & AUCTION

Lakeland, FL

DETROIT **Tigers**

SPRING TRAINING 2010

CELEBRATING 45 YEARS

The Ledger **year in review 2010**
SPECIAL COMMEMORATIVE SECTION | SUNDAY, DECEMBER 26, 2010

HAITI EARTHQUAKE

INSTEAD OF PLAYING, young residents of Camp Jeffrey went in line for food in Gauthier, Haiti, in February. In January, the island country became crippled from a 7.2 magnitude earthquake, killing more than 220,000.

MIRACLE RESCUE

RESCUED MEXICAN JUAN ANDRES ILLANES PALMA, the 10-year-old boy, is seen in a boat upon his arrival on the sea surface Oct. 13 after he was spotted near Jose gold and copper mine when he was in a small boat with 32 other miners for over two months in the San Jose mine near Copalaco, Chile.

Best Bites

Your Safari Guide Through the Dining Jungle

Restaurant Listing p12 • Top-Secret Restaurant Recipes Throughout • Polk Brunches p14

WWW.THELEDGER.COM/DINING

THE LEDGER | FRIDAY, DECEMBER 31, 2010 | WWW.THELEDGER.COM

THE BEST OF PREPS

THE LEDGER'S FALL 2010 ALL-COUNTY SELECTIONS

THE BP OIL SPILL IN THE GULF OF MEXICO

NATURAL DISASTERS

LEGOLAND TO OPEN

STATE BASKETBALL CHAMPS

CELEBRITIES GO WILD

MEYER REGIONS

FLORIDA HEAD FOOTBALL COACH URBAN MEYER

BARTOW YELLOW JACKETS'

TSUNAMI SURVIVOR

DEEPWATER HORIZON OIL RIG

KIDS AND TYPE 1 DIABETES

polkmd.

NOVEMBER 26, 2011

HELP FROM EMPLOYERS: Working with employees • WANT TO LOSE POUNDS: The winning signs of a dietitian • TO IMPROVE DIABETES OUTCOMES

DIETING MYTHS: Some misconceptions about diabetes • HELP FROM EMPLOYERS: Working with employees • WANT TO LOSE POUNDS: The winning signs of a dietitian • TO IMPROVE DIABETES OUTCOMES

polkmd.

NOVEMBER 26, 2011

KIDS AND TYPE 1 DIABETES

HELP FROM EMPLOYERS: Working with employees • WANT TO LOSE POUNDS: The winning signs of a dietitian • TO IMPROVE DIABETES OUTCOMES

thinkpink

Friday, October 14, 2011

"We stand proud in our Pink Bras, reminding us of the support that is there as we rise above the challenges we face and knowing we are not alone."

Tanya Nelson and Sonya Sabrele
1 Year Breast Cancer Survivor & Twin Sister

LEADER MEDIA GROUP

Winter Haven Hospital
Holland Regional Medical Center
American Cancer Society

2012 SPECIAL SECTIONS

JANUARY 2012

PUBLICATION NAME

Susan B Koman Race for the Cure (T)
Out & About (Bartow Community)(T)
PolkMD (T) - *Heart Disease, the biggest killer*

PUBLICATION DATE

Sunday, January 8, 2012
Wednesday, January 25, 2012
Saturday, January 28, 2012

FEBRUARY 2012

PUBLICATION NAME

Superbowl (BC)
Detroit Tigers Spring Training (T)
PolkMD (T)
Lung Disease: asthma and chronic obstructive pulmonary disease
Out & About (Bartow Community) (T)
Central Florida Visitor (T)

PUBLICATION DATE

Sunday, February 5, 2012
Friday, February 24, 2012
Saturday, February 25, 2012

Wednesday, February 29, 2012
TBA

MARCH 2012

PUBLICATION NAME

Blooming Arts Festival (TO)
Ridge Art Central Park Art Festival (TO)
Guide To Polk (glossy/other) (T)
Success By 6 (TO)
Lake Wales Art Show (TO)
All County/Polk Preps (B)
Out & About (Bartow Community) (T)
PolkMD (T) - *National Nutrition Month*

PUBLICATION DATE

Thursday, March 1, 2012
Thursday, March 8, 2012
Sunday, March 11, 2012
Thursday, March 15, 2012
Thursday, March 22, 2012
Sunday, March 25, 2012
Thursday, March 29, 2012
Saturday, March 31, 2012

APRIL 2012

PUBLICATION NAME

Parade of Homes (TPH)
Women in Polk (B)
Out & About (Bartow Community) (T)
PolkMD (T)
Stroke, what's new, living after survival

PUBLICATION DATE

Saturday, April 7, 2012
Sunday, April 15, 2012
Wednesday, April 25, 2012
Saturday, April 28, 2012

MAY 2012

PUBLICATION NAME

Mayfaire (TO)
PolkMD (T) - *Skin Cancer*
Auto - Memorial Day (BC)
Hurricane Tracking (B)
Out & About (Bartow Community) (T)

PUBLICATION DATE

Thursday, May 3, 2012
Saturday, May 26, 2012
Sunday, May 27, 2012
Sunday, May 27, 2012
Wednesday, May 30, 2012

JUNE 2012

PUBLICATION NAME

All County/Polk Preps (B)
Women in Polk (B)
Auto - July 4th (BC)
Out & About (Bartow Community) (T)

PUBLICATION DATE

Sunday, June 10, 2012
Wednesday, June 27, 2012
Friday, June 29, 2012
Saturday, June 30, 2012

2012 SPECIAL SECTIONS

JULY 2012

PUBLICATION NAME

Success by Six (TO)
Fallen Hero's (TO)
Out & About (Bartow Community) (T)

PUBLICATION DATE

Thursday, July 12, 2012
Thursday, July 19, 2012
Wednesday, July 25, 2012

AUGUST 2012

PUBLICATION NAME

Back to School (BC)
PolkMD (T)
National Immunization/Back to School
Prep Football (BC)
Out & About (Bartow Community) (T)
College Football (BC)
Auto - Labor Day (BC)

PUBLICATION DATE

Thursday, August 2, 2012
Saturday, August 25, 2012

Saturday, August 25, 2012
Wednesday, August 29, 2012
Thursday, August 30, 2012
Fri 8/31/12 & Sun 9/2/12

SEPTEMBER 2012

PUBLICATION NAME

Season Preview of the Arts (TO)
True Blue (B)
Pro Football (BC)
Women in Polk (B)
Out & About (Bartow Community) (T)
PolkMD - *Men's Health* (T)

PUBLICATION DATE

Thursday, September 13, 2012
Friday, September 14, 2012
Sunday, September 16, 2012
Sunday, September 16, 2012
Wednesday, September 26, 2012
Saturday, September 29, 2012

OCTOBER 2012

PUBLICATION NAME

Think Pink - Breast Cancer Month (B)
Lake Mirror Auto Classic (T)
Think Pink (T)
Think Pink - Breast Cancer Month (B)
Think Pink - Breast Cancer Month (B)
Auto Preview (tab and mag) (T)
Lake Wales Pioneer Days (TO)
PolkMD (T) - *Having Healthier Holidays*
Parade of Homes (TPH)
Think Pink - Breast Cancer Month (B)
Out & About (Bartow Community) (T)

PUBLICATION DATE

Sunday, October 7, 2012
Sunday, October 7, 2012
Friday, October 12, 2012
Sunday, October 14, 2012
Sunday, October 21, 2012
Sunday, October 21, 2012
Thursday, October 25, 2012
Saturday, October 27, 2012
Saturday, October 27, 2012
Sunday, October 28, 2012
Wednesday, October 31, 2012

NOVEMBER 2012

PUBLICATION NAME

Parade of Homes (TPH)
Success by Six (TO)
Play Time (BC)
Best Bites (TO)
Out & About (Bartow Community) (T)
PolkMD (T) - *Gastrointestinal Disease*
Auto-See Red & Save (BC)

PUBLICATION DATE

Saturday, November 3, 2012
Thursday, November 8, 2012
Monday, November 12, 2012
Thursday, November 15, 2012
Thursday, November 22, 2012
Saturday, November 24, 2012
Sunday, November 25, 2012

DECEMBER 2012

PUBLICATION NAME

Auto Dealers Year-end Clearance (BC)
Year In Review (BC)
Out & About (Bartow Community) (T)
All County/Polk Preps (B)
PolkMD (T) - *Health in later life stages*

PUBLICATION DATE

Sunday, December 23, 2012
Sunday, December 23, 2012
Wednesday, December 26, 2012
Friday, December 28, 2012
Saturday, December 29, 2012

AD SIZES TABLOID



Full Page
6 col. x 10.5
10"W x 10.5"H

3 col. x 10.5
4.944"W x 10.5"H

Half Page

6 col. x 5.25
10"W x 5.25"H

Half Page

3 col. x 5.25
4.944"W x 5.25"H

Quarter
Page

AD SIZES BROADSHEET



Full Page
6 col. x 21
10.875"W x 21"H

3 col. x 21
5.375"W x 21"H

Half Page

6 col. x 10.5
10.875"W x 10.5"H

Half Page

3 col. x 10.5
5.375"W x 10.5"H

Quarter
Page

CIRCULATION INFORMATION



Our Special Sections will reach over 265,000 readers throughout Polk County. Affordable rates for advertising in a high readership section. These sections will be on The Ledger's website for 12 months. Visit www.theledger.com.



FOR MORE INFORMATION CONTACT
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