

<u>START DATE</u>	<u>AD CLOSE DATE</u>	<u>DUE DATE</u>	<u>(Print/Online/Charity)</u>	<u>News Item (theme)</u>	<u>Magazine Opportunities / Special Advertising</u>	<u>Marketing / Event Opportunities & Activities</u>
		JULY JULY	C	ASNN Fiscal Year begins <i>Make a Difference to Children Month</i>	<i>The Make a Difference Movement is comprised of an assortment of volunteer opportunities, special events, and fundraising options that allow the public to show support for the at risk children and families that we serve.</i>	
EDITORIAL - FOOTBALL COVERAGE						
7/15/2010	7/30/2010	8/15/2010	P	Football kickoff (Youth, HS, College), Band Previews	Retail stores & supplies for Back 2 school, HS Tours, sporting equipment	Football classic (madden, luncheon, back 2 school drive, fashion show, party, dance troupe contest, cheer contest, battle of the DJs, battle of the Bands, concessions, business opportunities)
		AUG	O C	NFL Preview DonorsChose.org	<i>Back 2 School drive for students and teachers</i>	
		SEPT	O C	HS / Youth Football Backyard brows <i>Prostate Cancer Awareness Month</i>	<i>sporting equipment</i> <i>A month dedicated to Prostate Cancer including FREE exams, resources, and fundraising</i>	<i>Game Day events kick off...</i>
		OCT	O	Football Homecomings	<i>hair salons, retail specials, restaurants</i>	<i>Game Day...</i>
		OCT	O	Football Playoffs (Youth, HS)	<i>sporting equipment</i>	<i>Game Day...</i>
		OCT	O	MLB World Series		
		OCT	O C	NBA Preview <i>National Breast Cancer Awareness Month</i>	<i>sporting equipment</i> <i>A month dedicated to Breast Cancer including FREE exams, resources, and fundraising</i>	
EDITORIAL - BASKETBALL / CHEERLEADING COVERAGE						
		NOV	C	<i>American Diabetes Month</i>	<i>A month dedicated to Diabetes including FREE exams, resources, and fundraising</i>	
10/15/2010	11/1/2010	12/15/2010	P	Basketball (Youth, HS, College), Cheer Competitions, Wrestling, Swimming, Gymnastics, Next Year Fan / Media Calendar, Fitness	<i>Retail stores for holidays (holiday guide), Car (winter) prep, HS Tours, sporting equipment, SAT/ACT Prep, Bally's, LA Fitness, Women's Workout World, Kids Health Club</i>	<i>Game Day starts.... ; New Years Eve activities</i>
		DEC	O	HS Basketball Holiday Tournaments	<i>sporting equipment</i>	<i>Game Day...</i>
		DEC	O	BCS Brackets	<i>Fantasy Bracket leagues</i>	
		DEC 1st	C	<i>World AIDS Day</i>	<i>A day of education dedicated to HIV/AIDS around the globe</i>	
		DEC	C	<i>Connections for Abused Women and their Children</i>	<i>A month dedicated to Abused Women and their Children including resources and a direct fundraiser to support the organization for the holiday's</i>	
		JAN	O	Football (College Bowl Finals)		
		JAN	O	College Tours	<i>College Tour Guide, Cost, Fin' Aid, etc</i>	<i>Local tours from Chicago School</i>
		JAN	O	Basketball (Youth, HS, College) Coverage		<i>Game Day...</i>
		JAN	C	<i>Health & Fitness</i>	<i>A month dedicated to re-dedicated yourself to your health & fitness for the new year</i>	
		JAN	O	Cheerleading Competitions		<i>Game Day...</i>
		FEB	O	Cheerleading Competitions		<i>Game Day...</i>
		FEB	O	NFL Superbowl		
		FEB	O	Basketball Playoffs (Youth, HS)	<i>sporting equipment</i>	<i>Game Day...</i>
		FEB	O	AAU Basketball kick off preview	<i>sporting equipment</i>	
		FEB	O	NFL Combine		
		FEB	O	Arena Football Kickoff		
		FEB	C	<i>Black History Month</i>	<i>A month dedicated to the accomplishments of African-Americans in Sports, such as Athletes, Medicine, Media, and Business Management</i>	
EDITORIAL - SPRING / SUMMER SPORTS COVERAGE						
2/15/2011	3/1/2011	3/15/2011	P	Baseball (Youth, HS, College), Softball, Track & Field, Golf, Tennis	<i>Car (summer) prep, spring cleaning; local courses, Q-Schools; HS Tours; SAT / ACT prep; spring break ideas, summer fashion, sporting equipment</i>	<i>local golf course coupons / specials; Golf shows; HS Tours; Retailers, Little League Organizations, Game Day...</i>
		MAR	O	HS Basketball playoffs (March Madness)		
		MAR	O	Cheer Competition Follow up		
		MAR	O	Nat'l Signing Day		
		MAR	O	College March Madness	<i>Fantasy Bracket leagues</i>	
		MAR	O	MLB Preview	<i>sporting equipment</i>	
		MAR	O	MLB Fantasy League plus cheat sheet		
		MAR	C	<i>National Nutrition Month</i>	<i>A month dedicated to improving your wellness through nutrition, including FREE information and resources, as well as fundraising</i>	
		APRIL	O	NFL Draft		
		APRIL	O	High School Combine		
		APRIL	C	<i>National Autism Awareness Month</i>	<i>A month dedicated to Autism including resources, fundraising, and special needs athletes</i>	
		MAY	O	Little League preview	<i>sporting equipment</i>	<i>List of teams / Organizations</i>
		MAY	O	NBA Playoffs		
		MAY	C	<i>National Teen Pregnancy Prevention & STD Month</i>	<i>A month dedicated to two very important topics: (1) Teen Pregnancy, and (2) STD which will include FREE literature, resources, as well as fundraising</i>	
EDITORIAL - A YEAR IN REVIEW						
5/15/2011	5/30/2011	6/1/2011	P	Year in Review, Year-End Awards	<i>Summer Vacations, Graduations</i>	
5/15/2011	5/30/2011	6/1/2011	P	Sports Photo Portfolio		
5/15/2011	5/30/2011	6/1/2011	P	Graduating Seniors	<i>sporting equipment</i>	
5/15/2011	5/30/2011	6/1/2011	P	Fitness (mid-year check)	<i>sporting equipment, Bally's LA Fitness, Women's Workout world, Kids Health Club</i>	
		JUNE	O	Baseball, Softball follow up	<i>Spottlight Colleges</i>	
		JUNE	O	NBA Finals		
		JUNE	O	NBA Draft		
		JUNE	O	Fantasy Football plus Cheat Sheets, Fantasy Football Pick'em Leagues		
		JUNE	C	<i>Sports America Kids Month</i>	<i>This years' campaign organization is Kids Running, which is devoted to promoting the sport of running for kids so that they can enjoy the benefits of a fit and healthy lifestyle both at school and home.</i>	