

2010 ADVERTISING OPPORTUNITIES (MAY-DEC)

SPECIAL SECTION NAME	RESERVATION DEADLINE	PUBLICATION DATE	FORMAT
MAY			
Derby Preview Derby Results Physicians Directory	Fri. April 23 Fri. April 23 Mon. May 3	Sat. May 1 Sun. May 2 Sat. May 29	Broadsheet Broadsheet Magazine
JUNE			
Lexington Map Lifestyle (Parade of Homes) Horse Mania	Fri. April 30 Thurs. May 27 Fri. June 4	Mon. June 7 Fri. June 18 Sun. June 27	Glossy Map Glossy Magazine Tabloid
JULY			
Bluegrass Boomers Reader's Choice	Thurs. July 16 Fri. July 2	Thurs. July 29 Sun. July 18	Tabloid Tabloid
AUGUST			
Lifestyle (Remodeling) College Football Preview High School Football Preview Kennedy's 60th Anniversary Vendor Tab	Thurs. July 22 Thurs. Aug. 12 Thurs. Aug. 6 TBA	Fri. Aug. 13 Sun. Aug. 29 Aug. 12-19 TBA	Glossy Magazine Broadsheet Broadsheet Tabloid
SEPTEMBER			
LexGo/WEG Tourist Guide Breast Cancer Awareness	Thurs. Aug. 12 Wed. Sept. 8	Sun. Sept. 12 Wed. Sept. 22	Glossy Cover Tabloid Tabloid
OCTOBER			
College Guide Incredible Food Show	Fri. Sept. 24 Fri. Oct. 1	Sun. Oct. 10 Sun. Oct. 17	Tabloid Tabloid
NOVEMBER			
Election Guide Lifestyle (Holiday) College Basketball Preview Joy of Giving Holiday Gift Guide 2011 Auto Preview High School Basketball Preview Physicians Directory	Thurs. Oct. 14 Thurs. Oct. 14 Tues. Oct. 26 Tues. Nov. 9 Thurs. Nov. 11 Fri. Nov. 12 Thurs. Nov. 11 Mon. Nov. 1	Sun. Oct. 31 Fri. Nov. 5 Sun. Nov. 7 Tues. Nov. 23 Wed. Nov. 24 Thurs. Nov. 25 Fri. Nov. 26 Sat. Nov. 27	Broadsheet Glossy Magazine Broadsheet Tabloid Tabloid Broadsheet Broadsheet Magazine
DECEMBER			
Season to Celebrate Baby's 1st Holiday Season	Wed. Dec. 1 Wed. Dec. 8	Wed. Nov. 17 Sat. Dec. 25	Tabloid Tabloid

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Contact your Lexington Herald-Leader account executive or **Jane Ashley Pace** at **859-231-3538** or jpace@herald-leader.com for more information or to reserve your space.

NOTE: All dates are subject to change.