

The Apopka Chief and The Planter

2012 Tabs & Specials
www.TheApopkaChief.com



Our upcoming special sections are a strategic place to advertise your business.

2012 Tabs plus Weekly Promotions

Ask About
Discounts
For Multiple
Insertions

January

New Years Greetings
Golden Chief
Super Bowl Celebrations

February

Valentine's Day Dining & Entertainment
Chief Junior/Golden Chief
Honoring the Boy Scouts of America
A Salute to the FFA

March

Florida's Home & Garden Series
Chief Junior, Golden Chief,
A Salute to the Girl Scouts of America

April

The Story of Easter - The Biblical Story
April 5 & 6
Relay For Life
***51st Annual Apopka Art & Foliage Festival**
April 26 & 27
Chief Junior, Golden Chief

May

Mother's Day, Chief Junior, Golden Chief,
Memorial Day Highlights, Salute to Graduates of 2011
***38th Annual Zellwood Sweet Corn Festival**
TBD

June

***Apopka Area Chamber of Commerce
Annual Report to the Community - TBD**
Father's Day, Golden Chief,
Summer Destinations in Central Florida Series

July

Independence Day, Golden Chief
Travel Destinations

August

Chief Junior, Golden Chief
***Fall Ball Sports & Recreation**
August 30 & 31

September

Chief Junior, Golden Chief

October

Fall Festivals - Halloween Alternatives,
Chief Junior, Golden Chief
Salute to 4-H Clubs
***Best of Apopka 2012**
October 18 & 19

November

Veterans Day - For Those Who Serve
Holiday Shopping Guide
Chief Junior, Golden Chief

December

The Christmas Story, *December 21*
Holiday Gift Guide,
New Year Greetings, *December 28*
Chief Junior, Golden Chief

*TABLOID SPECIAL ISSUES

Tab Ad Sizes

Rates

Full page (10 3/8" by 11 1/8").....\$575
1/2 page (10 3/8" by 5 7/16").....\$325
1/2 page (5 1/8" by 11 1/8")\$325
1/4 page (5 1/8" by 5 7/16").....\$225
1/8th page (5 1/8" by 2 5/4")\$150

SPOT COLOR (1) each, \$60

PROCESS COLOR \$160

Call the professionals in our
advertising department
for assistance with a
customized winning 2012 campaign!

Phone 407-886-2777