

2018 SPECIAL ISSUE/PROMOTION SCHEDULE

January and February	Special price (\$110, regularly \$220) for four or more 4x5 (6.75 in. x 5 in.) ads during these months
February 1 and February 8	Subscription promo issues (Hershey “village” area) in conjunction with Valentine’s Day
March 29	Home and Garden theme issue
April 12 and April 19	Subscription promo issues (743 corridor, Hershey to E-town)
May 31 (tentative)	Graduation section, date subject to change depending on school schedules
August 23 and August 30	Subscription promo issues (743 corridor, Hershey to E-town), “back-to-school” theme
October 18 and October 25	Subscription promo issues (Middletown Road area), October 18 - Halloween theme October 25 - Election theme
November 22	Black Friday/Small Business Saturday issue (published early for Wednesday delivery before Thanksgiving)
December	Holiday Gift Guide (limited availability), plus ad promo (to be determined)

This schedule is subject to change. Contact Amber or Skip at ads@thesunontheweb.com or 717-566-3251 for updated info and deadlines.