

# The Hopkinton Independent

*“The Big Picture In A Small Town”*

<b>Copy Deadline*</b> <i>(Tuesday)</i>	<b>Publication Date</b> <i>(Thursday)</i>	<b>Advertising Theme</b>
January 2, 2018	January 11, 2018	<i>Martin Luther King Day / February Vacation Activities</i>
Jan. 16	Jan. 25	<i>Superbowl / Valentine's Day</i>
Jan. 30	Feb. 8	<i>Valentine's Day / Presidents' Day</i>
Feb. 13	Feb. 22	<i>April Vacation Activities</i>
Feb. 27	March 8	<i>Summer Camps</i>
March 13	March 22	<i>Easter / Spring Spruce Up / Summer Camps</i>
March 27	Apr. 5	<i>Spring Spruce Up / Summer Camps</i>
<b>April 3</b>	<b>April 12</b>	<b><i>Boston Marathon Special Issue ( Full Color Issue )</i></b>
April 10	April 19	<i>Spring Spruce Up / Mother's Day / Town Meeting</i>
April 24	May 3	<i>Mother's Day / Spring Spruce Up / Graduation / Town Election</i>
May 8	May 17	<i>Graduation / Memorial Day / Dance Recitals</i>
May 22	May 31	<i>Father's Day / Dance Recitals</i>
June 5	June 14	<i>Father's Day</i>
June 19	June 28	<i>Independence Day</i>
July 3	July 12	<i>Summer Fun</i>
	~Summer Break~	
Aug. 21	Aug. 30	<i>Back to School / Pool Closings / Polyarts</i>
Sept. 4	Sept. 13	<i>Fall Activities / Pool Closings / Polyarts</i>
Sept. 18	Sept. 27	<i>Fall Activities / Pool Closings</i>
Oct. 2	Oct. 11	<i>Apple Picking</i>
Oct. 16	Oct. 25	<i>Fall Clean Up / Halloween / Veterans' Day</i>
Oct. 30	Nov. 8	<i>Veterans' Day / Fall Clean Up / Thanksgiving</i>
Nov. 13	Nov. 22	<i>Thanksgiving / Football Game / Snowplowing / Hanukkah</i>
Nov. 27	Dec. 6	 Back to back issues
Dec. 4	Dec. 13	
	~Winter Break~	
January 1, 2019	January 10, 2019	<i>Martin Luther King Day/ February Vacation Activities</i>
Jan. 15	Jan. 24	<i>Superbowl/ Valentine's Day</i>
Jan. 29	Feb. 7	<i>Valentine's Day / President's Day</i>
Feb. 12	Feb. 21	<i>April Vacation Activities</i>
Feb. 26	March 7	<i>Summer Camps</i>
March 12	March 21	<i>Easter/ Spring Spruce Up /Summer Camps</i>
March 26	April 4	<i>Spring Spruce Up /Summer Camps</i>
<b>April 2</b>	<b>April 11*</b>	<b><i>Boston Marathon Special Issue ( Full Color Issue )</i></b>
April 9	April 18	<i>Spring Spruce Up/ Mother's Day/Town Meeting</i>
April 23	May 2	<i>Mother's Day/ Spring Spruce Up/ Graduation/ Town Election</i>
May 7	May 16	<i>Graduation / Memorial Day/Dance Recitals</i>
May 21	May 30	<i>Father's Day/ Dance Recitals</i>
June 4	June 13	<i>Father's Day</i>
June 18	June 27	<i>Independence Day</i>
July 2	July 11	<i>Summer Fun</i>

Rev. 01/19/18

\* Copy deadlines are for non-camera ready ads. Deadline for camera-ready ads is Thursday of copy deadline week.