

HOPKINTON INDEPENDENT

The Big Picture In A Small Town

Space Reservation

| Space Reservation & Ad Copy Deadline* (Mon) | Publication Date (Wed) | Advertising Theme |
|---|-------------------------|--|
| December 31, 2018 | January 9, 2019 | <i>Martin Luther King Day / February Vacation Activities</i> |
| Jan. 14, 2019 | Jan. 23 | <i>Superbowl / Valentine's Day</i> |
| Jan. 28 | Feb. 6 | <i>Valentine's Day / President's Day</i> |
| Feb. 11 | Feb. 20 | <i>April Vacation Activities</i> |
| Feb. 25 | March 6 | <i>Summer Camps</i> |
| March 11 | March 20 | <i>Easter/ Spring Spruce Up / Summer Camps</i> |
| March 25 | April 3 | <i>Spring Spruce Up / Summer Camps</i> |
| April 1 | April 10* | <i>Boston Marathon Special Issue (Full Color Issue)</i> |
| April 8 | April 17 | <i>Spring Spruce Up</i> |
| April 22 | May 1 | <i>Mother's Day / Town Meeting / Town Election / Spring Spruce Up</i> |
| May 6 | May 15 | <i>Town Election / Memorial Day</i> |
| May 20 | May 29 | <i>Father's Day / Dance Recitals</i> |
| June 3 | June 12 | <i>Father's Day</i> |
| June 17 | June 26 | <i>Independence Day</i> |
| July 8 | July 17 | |
| July 29 | Aug. 7 | <i>Summer</i> |
| Aug. 12 | Aug. 21 | |
| Aug. 26 | Sept. 4 | <i>Back to School</i> |
| Sept. 9 | Sept. 18 | <i>Back to School / Pool Closings / Polyarts</i> |
| Sept. 23 | Oct. 2 | <i>Fall Activities / Pool Closings</i> |
| Oct. 7 | Oct. 16 | <i>Fall Activities / Pool Closings</i> |
| Oct. 21 | Oct. 30 | <i>Halloween / Fall Clean Up</i> |
| Nov. 4 | Nov. 13 | <i>Fall Clean Up / Halloween / Veterans' Day</i> |
| Nov. 18 | Nov. 27 | <i>Fall Clean Up / Thanksgiving</i> |
| Dec. 2 | Dec. 11 | <i>Thanksgiving / Football Game / Snowplowing Hanukkah / Christmas</i> |
| Dec. 11 | Dec. 18 | |
| ~Winter Break~ | | |
| January 6, 2020 | January 15, 2020 | <i>Christmas / Hanukkah / Snowplowing</i> |
| Jan. 20 | Jan. 29 | <i>Christmas / New Years / Snowplowing</i> |
| Feb. 3 | Feb. 12 | <i>Martin Luther King Jr. Day / February Vacation Activities</i> |
| Feb. 17 | Feb. 26 | <i>Superbowl LIV / Valentine's Day</i> |
| March 2 | March 11 | <i>Valentine's Day / Presidents' Day</i> |
| March 16 | March 25 | <i>April Vacation Activities</i> |
| March 30 | April 8 | <i>St. Patrick's Day</i> |
| April 6 | April 15* | <i>Summer Fun / Spring Spruce Up</i> |
| April 13 | April 22 | <i>Easter / Summer Fun / Spring Spruce Up</i> |
| April 27 | May 6 | <i>Boston Marathon Special Issue (Full Color Edition)</i> |
| May 11 | May 20 | <i>Town Election / Town Meeting / Summer Fun / Spring Spruce Up</i> |
| May 25 | June 3 | <i>Town Election / Mother's Day/ Summer Fun / Spring Spruce Up</i> |
| June 8 | June 17 | <i>Memorial Day / Dance Recitals</i> |
| | | <i>Father's Day</i> |
| | | <i>Father's Day / Independence Day</i> |

*Deadline for camera-ready ads is Wednesday, two days after the ad copy deadline.

Hopkinton Independent, LLC • www.hopkintonindependent.com

32 South Street, Westborough, MA 01581 • (508) 435-5188 • Fax (508) 366-2812

PUBLICATION SCHEDULE